

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

186 Madison Avenue, New York City

VOL. CXVII, No. 7 NEW YORK, NOVEMBER 17, 1921

10c A COPY



B. A. I. S. 1917 with
N. W. Ayer & Son.

Auditing the Books

METHUSELAH hung up the record for long distance living when he passed the nine hundred and sixty-ninth mile-stone.

It is a considerably reduced quota that humanity is working on today.

From our first day we begin to enter debits and credits against life. Should the debits overwhelm the balance before three-score and ten the quota is vacated.

The Life Extension Institute, of New York, has become definitely successful through preaching the common sense of stopping long enough in the business of "Keeping Everlastingly At It," to make an audit of the books!

The wisdom of knowing whether insidious weaknesses have crept into the system is put into copy absolutely free of alarmist suggestion.

One can exactly measure the returns of the advertising to the Institute. It is impossible to even estimate its value as reflected in the Institute's service in prolonging useful lives.

There is a distinct parallel between the objectives of The Life Extension Institute as applied to the personal equation, and N. W. Ayer & Son as applied to business vitality.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO





Ready!

A booklet for advertisers— "YOUR PRODUCT and EIGHT MILLION BUYERS"

Packed from cover to cover with valuable information concerning New York's big market, and illuminated with

Full-Color Plates
Maps and Charts

Comparative graphs
Dozens of Pictures

Advertisers interested in the Metropolitan District may have a copy without obligation.

Kindly send your request on your business letterhead.

ARTEMAS WARD

Trading as Ward & Gow

50 Union Square, New York City

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXVII

NEW YORK, NOVEMBER 17, 1921

No. 7

The Application of the Actline Idea to Everyday Business

Simple Rules for Producing an Advertisement Instead of an Announcement

By Benjamin H. Jefferson

Advertising Manager, Lyon & Healy

CAN you rouse the public to an interest in your proposition without giving it a shock? Suppose you have whispered with announcements to the extent of thousands of dollars. Suppose you have spent weary hours upon such questions as whether the factory in the picture should face north or south. And yet the public remains sound asleep to the merit of your goods.

It seems to me, then, that there is nothing for it but really to say something. That's the first mark of Actline copy. So Actline copy involves thinking. Also, it takes courage. And the sleepers—how they do resent it! But it is really very simple if certain rules be followed.

In response to my last article on this subject in **PRINTERS' INK** I received over 150 letters, including many exceedingly interesting communications from leading advertisers. The curious thing was that all these letters were commendatory. And it is largely in response to these good friends that I venture a little farther into the subject of Actline copy, and strive to formulate its fundamentals.

To begin, Actline copy appreciates the fact that it has three masters:

1. The owners.
2. The works.
3. The public.

The owners of the business of

course are also part of the works—which is a general term for the factory and the whole organization, and both owners and works are a part of the public. This makes a seemingly complex state of affairs.

The owners are desirous of securing dividends. Therefore, Actline copy, if it really will induce action, looks good to them. But the works, including these same owners, are conservative—to put it mildly. I will not go so far as to say that the works believe that the millennium has arrived and that everything is perfect and that nothing can be improved, but they just naturally fight any change. The works, to be successful, must be standardized. A change involves a destruction of perhaps many standards. You pass from certain ground to uncertain ground. If the works have been making a product that is being rapidly superseded by another product, often it will go down to failure rather than change. Suppose the product always has been painted a dismal blue. Suppose Actline copy is based on painting the production a cheerful yellow. There are likely to be, according to the works, a thousand reasons, including the World War, why this change cannot be made. The public is the third element—and the salvation of the matter. Because the public has a perfectly

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white mind, it knows nothing of tradition. You cannot convince the public that it ought to buy a parlor organ when it wants a saxophone. Vested interests are nothing in the gay life of the public.

So this triple mastership first of all should be kept in mind by anyone writing Actline copy.

And it follows that if you write a good real estate advertisement, and real estate agent number one will not use it, rather than change this advertisement into a mere announcement, you go to other real estate agents until you find one who has the courage of his convictions.

Actline copy furthermore must possess these three features:

1. It must be new.
2. It must be vital.
3. It must be interesting.

In its novelty, of course, is involved the shock which I have spoken of. In the second element—that it be vital—we cover the matter that it must be true, because only the truth is of importance. The third element is its positive appeal to the general public. Personally, I think chess is the most interesting thing in the world, but there is a prominent member of my own household who says she does not think it compares in interest with home-made grape jelly. However, Actline copy always says something. So you can pass it around to all sorts and conditions of men, get a cross section of the public, and see if a considerable percentage of the persons react as follows: "Why, I didn't know you would do that! Can I get one?"

It is possible to evolve an advertising campaign in many lines which will bring a response as prompt as this. And yet those very lines today confine themselves to announcements, either of the catalogue variety or of the sign variety. And some of them at least place the blame upon the publication. Yet the publication has faithfully performed its part if it has placed the matter furnished it before its readers to the extent of the agreed number of Millines.

Let us say that apparently nobody has been particularly impressed with a certain advertiser's copy. Is it because there is no shock involved? Only yesterday I was amused by the refusal of one of Chicago's great editors to stop work to look at the sunset. He said there is no news in a sunset. To paraphrase this, the advertiser who puts out even the handsomest and cleverest announcements must realize that there is no action, or at least comparatively little action, in such advertising.

Let me endeavor to show how Actline copy goes much deeper into the roots of the business than the so-called "reason why" plan. The "reason why" plan cannot be excelled for the production of an announcement of the catalogue page variety. Assuming that a man wants to buy a bed, at first glance it is hard to conceive how anything better can be written than reasons why your bed is better than some other bed.

ACTLINE IDEA IS AN OLD ONE

But in writing Actline you must go into the subject deeply, and put yourself in the place of the customer. At every turn you must seek to use the most powerful motive available. Even if you cannot find any way of employing one of the first four motives, you at least will avoid taking up space with such Dulcies as: "We should like to sell you our beds, etc." The late George L. Dyer, who was associated with me from 1892 to 1894, was a master of Actline copy. Ordinary copy for a bed, for example, would describe that bed until you could identify the smallest bolt. But Dyer knew that was not the main thing. So he chose sleep. "Do you want to get a good night's sleep?" etc.

In looking through the pages of a weekly periodical recently, I find of the fifty pages devoted to full-page advertising that ten are advertisements and the other forty are announcements, either sign or catalogue pages. This is a decided improvement over the count last summer, which in an article in *Printers' Ink Monthly*

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3500 Miles as the Crow Flies

It is 3500 miles as the crow flies from British Columbia's salmon fisheries and lumbering, to Cape Breton's coal and iron mines. It is more than 400 miles from Southern Ontario's agricultural centres to the third trans-continental railroad among the gold and silver mines and pulp timbers of the north.

This vast territory, the home of approximately 9,000,000 Canadians, is a great and growing market. It will produce as profitable a harvest as the prolific and expansive fields of our Prairie Provinces.

But, as in every country, marketing in Canada has its problems—natural ones—due to distance, difference in climate, in government, in laws, in language and in many national characteristics.

The Canadian market offers you many good reasons why you should establish your product in the Dominion, and why your Canadian advertising should be placed with an agency located in Canada.

The staff of The H. K. McCann Company, Limited, is composed of men and women of long Canadian experience—most of them Canadian citizens and British subjects. We have made a study of Canadian conditions and are equipped to offer you a complete and satisfactory Canadian agency service.

It will be a pleasure to tell all of those interested in increasing the returns from Canadian advertising appropriations, more about our Company.

The H.K.McCANN COMPANY LIMITED
A Complete Agency Service
TORONTO CANADA



I registered as six advertisements against forty-five announcements. An example of an advertisement that hits the nail squarely on the head is that of Pebeco Tooth Paste. It begins with a shock, that of an X-ray of three teeth, and finishes with a legitimately loaded coupon. I should like to have the returns from that advertisement.

Another advertisement that I saw recently that impressed me greatly was that of the American Radiator Co., wherein was described a new sort of furnace that may be placed in the living-room. Here the conditions help the advertisement writer. But this firm has all along shown a keen realization of the principle of Actline copy and I have thoroughly enjoyed the many skilful specimens put forth by them.

Following my life-long course with all conspicuous successes, I have secured every bit of Studebaker automobile advertising that I could lay my hands on and it is full of evidences that there is somebody at home.

One of the most able and insistent users of Actline copy has been the *Literary Digest*. How often I have been driven to action by an advertisement of theirs which headlined somewhat like this: "WILL THE CHINESE TAKE WA SHING?"

I have trailed up to a newsstand and with trembling hand read that the *Shanghai Times* says: "There is dirty work."

But I have been reassured with the assertion of the *Amsterdam Blatt* that "Our laundry is safe."

The latest Willard Battery advertisement, "Threads through the rubber," is a fine example of copy that must inspire action. I found myself looking to see if my car is in the list of cars containing this improved accessory.

Mr. Snyder's article in *PRINTERS' INK* in relation to Actline copy was most clever. Mr. Snyder's activities in the Fleischmann campaign make his every word worth reading. In only one point I should like to make a suggestion. Does not every business begin as an enterprise (notice the syllables

"enter") and if successful does it not turn into an establishment? And are not the two things as different as an advertisement (the vital thing for every enterprise) and an announcement (often, as Mr. Snyder points out), perhaps the best thing for an establishment? The point becomes very plain through Mr. Snyder's quotation of the present day Kodak as such a broadminded advertising campaign that its copy could easily be used by its rivals. But how about Kodak when it was only George Eastman's enterprise? How about the "Kodak,—You press the button, we do the rest!" There was an advertisement for you. It not only upset all trade creeds but it revolutionized the thinking habits (in one direction) of the world. Why, when Mr. Eastman began, we thought we had to have our heads held in a pair of ice tongs to "get our picture took." If some gentle reader would advertise now:

"THROW AWAY YOUR CAMERA,
AND USE CIGAM FILMS"

he would create a parallel sensation.

Not being an advertising man in the proper sense of the word—only a merchant—I do not know the authors of any of these examples.

Let me disclaim any intention of advancing Actline copy as a panacea. There are many other kinds of copy that in many cases are more suitable. On the other hand, given a successful, well-established business, the first efforts to plunge into advertising on a larger scale, are almost certain to result in announcements. A shock, or disturbing the routine of the works are the last things to be thought of. All is peaceful. Everybody pleased. Only the business must pay for the advertising instead of the advertising taking hold like a great young colt.

Let me also disown the idea that Actline copy is something new. Indeed, I think it is the oldest form of newspaper advertising copy. This arises from the
(Continued on page 162)

The Most Fertile Field

Most manufacturers are reaching out toward The Most Fertile Field in the country—the small towns—as the greatest market for their goods. Offering, as the small towns do, the least resistance and greatest stability for their products and with the majority of the country's population, it is no wonder that manufacturers are concentrating more and more in this field each year.

This market is best reached through the Buying Audience of **THE AMERICAN WOMAN** Readers.

THE AMERICAN WOMAN offers practically no waste circulation and covers this field as no other woman's publication does.

THE ADVERTISING VALUE IS ABOVE,
THE ADVERTISING RATE BELOW—
THE AVERAGE.

THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office

W. H. McCURDY, Mgr.

30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office

W. F. HARING, Mgr.

Flatiron Bldg., New York

Agency Finance as It Affects Clients

Certain Methods of Procedure That Must Be Adhered to if a Profit Is to Be Earned

By Floyd Y. Keeler

THE financial problems of an advertising agency are a mixture of the problems confronting a lawyer who makes a specialty of handling a number of estates and the routine financial problems of the ordinary commercial enterprise. The real difficulty of agency finance lies in the absence of invested capital and the development of proper records; because without detailed records it is impossible to act in the dual capacity of credit man for publishers and disbursing agent for the client.

Agents are constantly confronted with the absolute necessity for prompt payment on the part of the client and the prime necessity of taking advantage of publisher's cash discounts. It is very easy at times to lose the perspective because of the relatively large sums coming in from clients and the temporarily very satisfactory bank balance. Any bank balance built up of large payments from a comparatively few sources and disbursed to several thousand publishers has a way of melting like snow in July. In addition, overhead in the form of salaries, rent, etc., must be paid—the agent's net profit is, after all, an elusive two and one-half or three per cent, saved by judicious management.

The prompt billing of preparation or professional service items is most important. Various items, embracing charges for art work, half-tones, electros, etc., are the most fruitful sources of friction between client and agent, and, when billing is long delayed, often lead to serious misunderstanding.

To obviate a condition of this sort several of the more progressive agents have set up a Production Control Board, which acts as visible ledger of production (the

same as production boards do in various manufacturing enterprises). As soon as a job is returned from a board of this kind, billing begins, and as a job cannot stay posted on the board for a longer time than thirty days without a satisfactory explanation, billing cannot be delayed.

The great hazard of the advertising agency business lies in acting as the publisher's credit man; for example, an advertiser spending an annual appropriation of \$100,000—provided he spends it in equal monthly payments—spends approximately \$8,300 each month. The maximum profit of an agency is 15 per cent, or \$15,000. Out of this \$15,000, however, there is an overhead which amounts to from eleven and a half to twelve and a half per cent—this means a possible net profit of from \$2,500 to \$3,500.

Now, in case the client fails to pay at the end of thirty days the \$8,300 which he owes, he generally has some excellent excuse: some of his preparation bills are in question; his treasurer is out of town, etc. Then before the agent realizes it, the second month's advertising is already running involving an outlay of \$16,600 on his part that must be met. Now should his client eventually fall into the hands of a committee of creditors or be adjudged bankrupt, the agent is in the position of having risked a problematical profit of \$2,500 to \$3,500, only to lose over \$16,000.

AGENCIES CANNOT HOLD THE BAG

The same fundamentals of credit management hold good in the advertising business as in any other. That is, as soon as a client fails to take a cash discount for any reason, the agency must make strenuous efforts at once

Memo for Mr. Ford
and manufacturers
of automobiles—

More automobile
advertising was
published in the
Brooklyn Standard
Union during the
first six months of
1921, than the com-
bined total carried
by the New York
Journal and New
York Evening World.

R. F. R. Huntsman

for the collection of his account, because in this way only is it possible to turn up the little bits of information which give the true index of his financial position.

A very excellent policy of credit insurance is issued by two responsible companies, which can be modified to fit the advertising agency business, and has been used with considerable success. The fundamental principle underlying credit insurance is prompt collection, and a definite period of forty-five days overdue is set by the companies as a period in which they will begin the collection if asked to by the insured. The only possible drawback to credit insurance is the fact that each policy has to be individually negotiated by each agent to fit his particular method of doing business with his clientele.

Collection methods for an advertising agent are somewhat simplified, because he does business exactly opposite to the ordinary commercial business, in that he receives his payments in comparatively large amounts from a few clients, and pays out in relatively small amounts to a great number of publishers. It, therefore, becomes necessary to write special letters covering individual instances to each client, and as a very personal relation always exists in matters of this kind, extreme tact must be used.

One very important aid to prompt collection is a cash discount reminder, which is sent out four or five days prior to the time an amount falls due. This cash discount reminder is fitted to a bookkeeping machine, ledger-page size, and is really a carbon copy of the client's account as it stands in the ledger. At the bottom of this cash discount reminder it carries the phrase, "If this bill is paid before (date inserted), it is subject to a cash discount of (a specified sum in dollars and cents)."

Every item billed out from an advertising agency should carry a cash discount, even if in so doing the agent concedes a fraction of his commission. The reason for this is quite obvious, because

every well-organized financial department of a commercial concern sorts out net bills and bills carrying cash discounts. The net bills are paid, as a rule, not at the end of a thirty-day period, but generally at the end of a forty-five or sixty-day period, depending on financial stringency. Cash discount bills, however, are paid with reasonable promptness, which means that the agent who does not add a cash discount to his preparation bills—and in fact to all net bills—will be embarrassed for ready cash, because his capital is insufficient to make payments to publishers unless he is paid by the client.

HANDLING FINANCIAL CORRESPONDENCE

It is very important and especially desirable to have all correspondence on financial matters carried on by the man having the final financial responsibility within the agency itself. In this way much embarrassment is taken from the shoulders of the contact men. This does not mean, however, that the contact men should not be kept fully informed.

The large advertising agency is, to use British terminology, an enormous counting house. This means that the various ledgers, the number of which may run as high as twenty-five, must be kept in daily balance and in perfect accord with the general control sheets. It has been thought more or less impossible to work out a daily financial statement. This, however, has been accomplished in some agencies.

This daily statement should give the bank balance, the total billing, segregating it into preparation billing, magazine, newspaper, etc., on the particular date on which the statement is made, and give comparative figures for the same day and the same month of the preceding year; the total volume of billing to date, the amount of money received from clients, and the total amount of estimated billing for the subsequent month, as well as the estimated billing for the following three months' period. Figures of



High Grade Fertilizers Wanted

Over two hundred thousand prosperous fruit growers are in the market for high-grade fertilizers. They can be reached through the pages of their own publication, the American Fruit Grower. They have the ready money. They have the vision. With them buying fertilizers is a matter of good business.

Facts prove it. Peach growers of Georgia will collect \$15,000,000 for the 1921 crop. They report to the state agricultural college the yearly use of 300 to 800 pounds of high-grade fertilizers per acre. The fifteen leading fruit producing counties in Ohio have 17.7% of the farms in that state. These farms use 35.7% of all the fertilizers sold in Ohio, and produce 58.8% of the state's fruit crop. The apple growers of New York, alone, will receive over \$25,000,000 for this year's crop. Similar stories can be told of practically every fruit growing state.

All these fruit growers must have fertilizers. It is merely a question of where they can get the best for the money. And the logical answer to the question quite naturally will be found in the national fruit magazine of America, the American Fruit Grower. Talk to the fruit grower about your fertilizers in his own paper. He will listen to you.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 200,000 monthly

SAMUEL ADAMS, Editor

ROBERT B. CAMPBELL, Publisher

W. ROY BARNHILL, Director of Advertising

Special Representatives:

J. C. BILLINGSLEA, Chicago, Ill.

A. H. BILLINGSLEA, New York City



this kind are most important because without them safe operation is almost impossible.

Added to the daily statements there should be monthly statements (monthly income profits and loss statements), which should be ready not later than the tenth of the succeeding month, followed on the fifteenth by a comparative billing statement by clients. If the whole system is geared up so it is easy to make out the various statements just referred to, many vexatious problems, such as the making out of State and Federal tax reports, furnishing condensed balance sheets to financial agencies, publishers, banks, etc., become only routine problems. Full and complete financial information is most essential to the budgeting of departmental expenses, and setting aside various reserves which shall be neither too large nor too small, so that a safe margin of profit in this very hazardous business may be earned.

THE PROBLEM OF THE AGENCY IN MAKING A PROFIT

The earning of profit in the advertising agency business differs from the earning of a profit in a commercial enterprise, in that a concern engaged in manufacturing and selling a commodity has as an index of its market the economic law of supply and demand and can raise and lower its price accordingly—tempered by its competitor's action.

In the advertising agency business, however, the agent's fee is fixed at 15 per cent. His problem, therefore, is to build up such an air-tight system of accounting records and information that he may not unwisely enter into any unusually hazardous arrangement, either with a client or a publisher, that he may know what his cost of production is, what figure his overhead may safely reach, and what profit he may reasonably expect, because in the last analysis an agent's profit is made from what he saves. It is not a problem of making money, but saving enough to make a profit.

Four Additions to Procter & Collier Staff

Eugene Rogers, Charles Kaiser, Louis Braverman and P. J. Sodergren have joined the Procter & Collier Company, Cincinnati.

Mr. Rogers was formerly with Critchfield & Co., and Erwin, Wasey & Co., advertising agency, both of Chicago.

Mr. Kaiser was recently with the Amsden Studios, Cleveland, and was at one time art director of The Less Company, Cleveland advertising agency.

Mr. Rogers and Mr. Kaiser will be engaged in art work.

Mr. Braverman, recently with the Caslon Press, of Toledo, will be director of typographical design for the agency and for The Procter & Collier Press.

Mr. Sodergren, who will be in charge of field research work for the merchandising department of the agency, was recently with the Mitchell-Faust Advertising Company, Chicago.

Detroit Agency Secures New Account

The advertising account of the American Blower Company, Detroit, has been placed with Brooke, Smith & French, Inc. Preparations for the 1922 advertising are under way. Separate campaigns on household products, about to be introduced by the American Blower Company, are being considered.

Brent Williams Now with St. Louis "Post-Dispatch"

Brent Williams, who has been with the St. Louis *Star*, is now manager of promotion for the St. Louis *Post-Dispatch*. Mr. Williams has been in newspaper promotion work for several years, having been connected with the Chicago *Tribune*, the Hearst papers and Walter G. Bryan.

Apollo Chocolates Being Advertised

The F. H. Roberts Company, maker of Apollo Chocolates, Boston, has started in on a national periodical campaign supplemented by a campaign in Cleveland and Chicago newspapers. The account is being handled by Calkins & Holden.

Joins New York Agency

Frank Breyfogle, formerly of Bloodgood & Company, New York real estate company, has joined the George L. Dyer Company, New York, as account executive.

Savage Arms Account for J. Walter Thompson

The Savage Arms Corporation, New York, has retained the J. Walter Thompson Company as its advertising agency.

Sugar-coated Beliefs or Obstinate Facts

MANUFACTURERS always *hope* that conditions in their field are thus-and-so. They cling to sugar-coated beliefs instead of facing obstinate facts—facts that will not down.

For example: The leader in a highly competitive industry learned this—

Out of 146 representative concerns interviewed by us in making a "Richards Book of Facts," 112, or 77%, were using the goods of our client. This was almost double the percentage of the nearest competitor.

So far so good. Now for the obstinate fact that would not down—

To each of these 146 concerns an average of four competitors were selling the same line of renewal equipment. Our client was not getting as large a share of the repeat business as his sales position would indicate. Renewal business was anybody's business.

Any wonder that the creeping attrition of competitors made this leader look to his leadership?

It is just such obstinate facts that the real leader in any industry wants to know. Because after the first gasp of surprise and chagrin he turns them to his own profit. And facts—be they pleasant or painful—are always found in every Richards "Book of Facts."

Do not be content with sugar-coated beliefs. Let us help you get the true facts about your business, and the industry you represent. Can you think of any sounder business investment today?

JOSEPH RICHARDS CO. INC.

Est. 1874

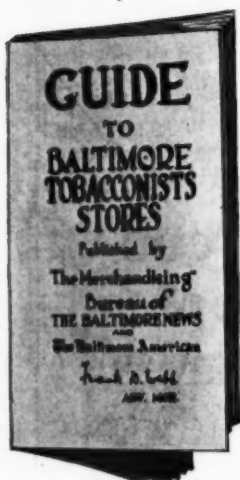
NINE EAST FORTIETH ST. NEW YORK



RICHARDS

The Washington Conference is a conference of peoples instead of diplomats, and in this week's Collier's Maurice Francis Egan discusses the attitude of peoples, not governments—the Conference in terms of the individual.

Collier's
THE NATIONAL WEEKLY



Personal Checkup Makes Copyrighted Route Lists Invaluable

NEWS and AMERICAN Route Lists are not merely listings from directories or telephone books.

WHEN compiling our Tobacco Guide every dealer was called upon personally. For reasons such as duplication, moved, incorrect classification, etc., more than half were eliminated.

This personal checkup insures an accurate routing of live prospects and saves the sales force time and labor. It also provides the manufacturer with an up-to-date mailing list in addition to doing away with waste postage on follow-up work.

To get thorough cigar or cigarette distribution through Baltimore's five or six thousand outlets, use *The NEWS* and *AMERICAN* Route Lists covering Tobacco, Grocery, Drug and Confectionery Stores.

All are now available in convenient vest pocket size, and at your disposal if you send your representative to us with a letter of introduction saying that IF and WHEN you advertise in Baltimore, The NEWS and AMERICAN will be used.

THE BALTIMORE NEWS

Evening, Daily And Sunday.

The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Webb
Advertising Manager



J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Car Cards Serve Educational Purpose in Schools

Ivory Soap Proves Helpful to Teachers in Promoting Ideas on Cleanliness

AN interesting development in connection with a recent campaign of street-car advertising put out by the Procter & Gamble Company, of Cincinnati, maker of Ivory Soap, is that many requests have been received from school teachers for copies of the cards to be used in schools, for the purpose of serving as object-lessons on personal cleanliness.

but who have admired the cleverness of a piece of copy or the beauty of a picture and have written letters of commendation to the advertiser or have expressed a desire to possess a copy of the original advertisement.

The car card here reproduced is not only a good advertisement for Ivory Soap, but judging by the many requests received for



TEACHERS USE THIS CAR CARD IN SCHOOLS TO TEACH LESSON OF CLEANLINESS

It has been a joke among parents for years that one of the most needed inventions of the age is one which will make children like to be washed. If some genius like Edison or Steinmetz could invent a scheme that would make little Bulwer rejoice each day in the lily-whiteness of his patties, or little Gwendolyn insist upon a bath each night before retiring, parents here and everywhere would arise and call him great.

It is nothing unusual for an advertising campaign to serve some useful or educational purpose in addition to its principal purpose to make sales. Many advertisers know of instances where certain of their advertisements have attracted the attention of persons who had no interest whatever in the purchase of the merchandise,

it by the company from school teachers, it is accomplishing a new and useful object in helping teachers to promote the doctrine of personal cleanliness among children. When an advertisement makes a place for itself in the plans of professional educators, is worth mention.

"Almost every Ivory Soap advertisement on a juvenile or baby subject," says the company, "brings many requests from all sorts of people for the advertisements to be used as pictures."

Requests for the three car cards referred to in this article have been so numerous that the company's supply has been exhausted and it was necessary to bulletin the carding agents of the street-car advertising company for the return of surplus quantities.

Advertising for Repairs and Replacements to Bring Back Equipment Business

Business Paper Campaign of Rockbestos Products Corporation to Dealer Contractors Also Reaches Manufacturers and Consumers

AN advertising campaign of modest proportions—one of those super-efficient emergency measures of small cost but multiplied effectiveness—is now at work in one section of the electrical field, and it is full of promise.

The problem has an interest to other fields, because it means that sometimes the small advertiser in a certain field, or to put it another way, the manufacturer whose product is a unit or a part in a larger product, can frequently "start something" on his own account. This is exactly what Johns-Manville, Inc., did with their asbestos shingles when new building operations fell into a slump. It is what the paint people are doing. Manufacturers of piston rings, spark plugs, tires and electric batteries have also been able to do it, each in his own way and with varying degrees of effectiveness.

The Rockbestos Products Corporation, of New Haven, Conn., makers of asbestos wire in all forms, such as heater cord and wire for electrical fixtures, magnet wire, motion picture cable, stove wire and switchboard wire, is in a situation differing in many ways from concerns mentioned in the preceding paragraph. The company is not, for example, so large a factor in its field as the paint people are in their field, yet the clever way in which it set to work to break the deadlock with which it was confronted, and the effectiveness of the methods adopted, will encourage others up against similar "stone walls" and suggest solutions to analogous problems.

It is not possible in the space of this article, although it would be intensely interesting, to detail the steps that led up to the adoption of the advertising campaign. Conditions in the electrical field, while

they are well understood by those who are actively at work in it, are not easily described for the benefit of those in other fields. Still, a word or two of explanation will be found interesting and will help to a clear understanding of the advertising story.

The products of the Rockbestos company are sold to industrial plants and mines for use where fire-proof wire is necessary; to street railway companies, power plants, electric repair shops; manufacturers of electrical appliances, such as irons, heating pads, toasters, griddles, etc.; and manufacturers of electrical fixtures for use in fixture arms, chains, etc.

There is the product and the field. So far, fine. But business—well, not so fine. Conditions throughout the whole electrical field for lo! these many months had not been what the least energetic could wish, from the larger manufacturers all down the line.

HOW TO DO IT, THE PROBLEM

The Rockbestos company saw two things with great clearness. One of these was that of all its products, heater cord was the one line that would be most likely to respond to special sales effort. The other was that the sales field which could be reached most quickly and with the least loss of time was manufacturers of electrical equipment, such as irons, toasters, and the like.

But—and it was a big but—these equipment customers distributed their appliances through jobbers and contractor-dealers. These jobbers and contractor-dealers were also direct customers of the Rockbestos company for heater cord for replacements. And nobody—appliance manufacturer, jobber or contractor-dealer—was buying.

Nov. 1

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Leaving this immovable object and irresistible force to glare at each other for a moment, the company took a look at still another fact that had been brought out by its investigation and noted that if the contractor-dealer could not sell new appliances, and his customers likewise were not buying heater cords to replace worn out heater cords, then owners of electric appliances were not using them. No other conclusion seemed tenable. In other words, electrical devices in large numbers were lying on shelves out of order, or, what is just as bad, out of the habit of being used.

Now that fact looks innocent enough and only mildly interesting. But see where it leads! Seventy-five per cent of the electrical devices not in use have something the matter with their heater cords. If owners of such devices could be prevailed upon to have them put in condition what would be the consequences?

The first person involved after the owner would be the contractor-dealer. Looking over equipment to find out what it needs to put it in condition would give the contractor-dealer something to do. A large part of that something to do would be supplying new heater cords. Good business for the Rockbestos company. But that is only an incident. Getting electrical devices back into daily service is one of the greatest things for business ever invented, because every little toaster, or iron, or percolator, or hot plate, that does its duty is a booster for some other device that the customer has not bought but may if the one he has gives service.

Now, swing the argument around to the electrical device manufacturer's interest. There is heater cord and heater cord. If seventy-five per cent of the trouble with devices out of order is because of heater cord difficulties, the manufacturer could eliminate much of this trouble by equipping his device with a good cord—not to say Rockbestos cord. Then he could say to his dealer that his device equipped with such fine cord will help to keep the device

in service and reduce service or repair cost.

REPLACEMENT BUSINESS HAD TO PRECEDE FURTHER SALES

Grouping the facts in a slightly different way, the proposition looked as follows: The outlook for heater cord business was not bright. The opportunity to sell new electrical devices was held in check until replacement business would revive. An effort to revive replacement business would, if successful, be the most effective way to revive business from equipment customers.

The advertising problem, then, was simply this: How to reach the consumer, or user of electrical devices, and induce him to have repaired whatever devices out of order he might have on hand. How to fill the contractor-dealer with the same idea, enlist his efforts to the same end and persuade him to begin buying. How to advertise both of the foregoing praiseworthy movements to the equipment manufacturer and convert him to the idea of buying heater cord also.

Remember that the position of the Rockbestos company in the electrical field is far from being a dominating one, otherwise the answer would be quite simple, namely, a national campaign on the consumer, another on the contractor-dealer and another on the equipment manufacturer. But the company's position in its field could not possibly warrant it in undertaking a large national campaign.

A six months' campaign covering the last half of 1921 in one publication in the electrical field, is the way the problem was solved. The first two insertions were two-page spreads; the rest were single pages.

An examination of the first advertisement will reveal the scope of the campaign and just how effectively it was designed to fulfill its purpose. It was entitled "A Sharp Tool for a Dull Month Drive" and showed on the left page of the spread a reproduction of a four-page leaflet which the Rockbestos company offered to

send in quantity to contractor-dealers, imprinted with name and address, so they could circularize their customers.

The four-page leaflet was entitled "Are all your appliances working? Give them a chance!" It started off by asking the housekeeper how many old electrical appliances she had stored away, and told her why they should be repaired and that the trouble most likely was with the connector cords and why they should be of better quality and how good "Rockbestos" cord was. This little leaflet presented the matter so briefly and cleverly that it worked as well on the dealer as it did on the consumer. That is, when the dealer read it, it gave him a real idea on how to make repairs and how to give his customers real service.

Said the advertisement:

"We send you these folders—as many as you can use to advantage—absolutely free of charge—your name and address imprinted on each folder at our expense.

"Of course we want to sell you Rockbestos Wire, eventually—the sooner the better. But what we're trying to do right now is to stimulate business for all dealer-contractors—whether they use our products or not. We believe this broad policy will pay us in the long run.

"Before you turn the page write in the number of folders you want. Mail the coupon to us today. Let us help you bring in the business during these dull months of summer and early fall!"

Here, then, was the theory behind the whole campaign and why we started out by calling it a super-efficient emergency measure."

It involved a limited appropriation. The publicity campaign involved only one medium for a limited time in large space. This advertising reached two groups, manufacturers of electrical equipment and contractor-dealers. It involved a simple four-page leaflet in two colors, printed in large quantity, which reached the consumer.

Moreover, the company sent out

a personal letter to all its dealer customers who had not placed an order for business with the company for four or five months. This letter contained the following paragraph:

"The purpose of these folders is to stir up business for all dealer-contractors, whether they use our products or not. Mailed out 'all by themselves' or with your monthly statements, or distributed to customers in your store, they'll surely bring you orders for repair work. And there's your 'wedge' to open up the way to bigger business.

"Write us today how many folders you want. We'll ship them on to you just as soon as the printer can put your name and address on the back page."

The campaign gives every promise of success judging by the number of requests for folders already received from dealers. The supply of folders printed, thought to be sufficient for the six months' campaign, was entirely used up as a result of requests received from the first month's advertisements.

Technical Publicity Association Meeting

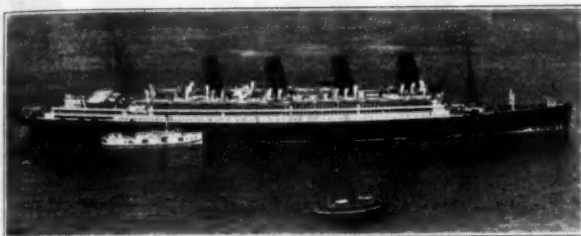
"Should Advertising Rates Be Exempt from the General Revision Downward?" was the subject discussed at a dinner and meeting of the Technical Publicity Association held at the Machinery Club, New York, last week. Bert Barnes, of *The Blue Pencil* spoke from the space buyers' point of view and L. E. Gordon, McGraw-Hill Co., Inc., New York, presented the publishers' side. Several members of the association spoke informally in a general discussion of the question.

C. G. Howell with American Colortype

C. G. Howell, formerly connected with the J. I. Case Plow Works, the Addressograph Company and the Chicago office of Van Patten, Inc., advertising agency, has become advertising manager of the American Colortype Company of Illinois, Chicago.

Shoe Firm Advertises Campaign

The F. Mayer Boot & Shoe Company, Milwaukee, announces a new campaign of advertising featuring "Martha Washington" women's shoes. Women's publications and farm journals are being used. Dealers are being informed of the campaign in trade papers.



To get the largest number of Philadelphians to travel over your lines—

advertise in the newspaper which reaches the largest number of Philadelphia families.

In advertising your tourist service, it is good policy to follow the same practice you use in selecting routes or right of way,—that is: choose the source from which the greatest traffic may be developed.

Dominate Philadelphia

Create maximum advertising impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin



Net paid daily average circulation for
October

487,392 copies
a day

No prize, premium, coupon or other artificial methods of stimulating circulation are used by The Bulletin.

The circulation of The Philadelphia Bulletin is one of the largest in America and is larger than that of any other daily or Sunday newspaper published in Pennsylvania.

(Copyright 1921—W. L. McLean)

Experts

A "WALKING DICTIONARY" has no place in the business world. He knows too little of anything and too much of everything. He may be entertaining, but he has little practical value. *Experts* are required in our highly complex business structure; men whose specialized development make their services indispensable.

By the same token, specialized advertising media are essential for the most effective and economical appeal to these expert buyers. With each field of industry, trade, commerce and transportation so complex, limitation of contents and circulation of each Business Paper to its own field has



THE ASSOCIATED BUSINESS PAPERS, INC.
With 122 member papers reaching

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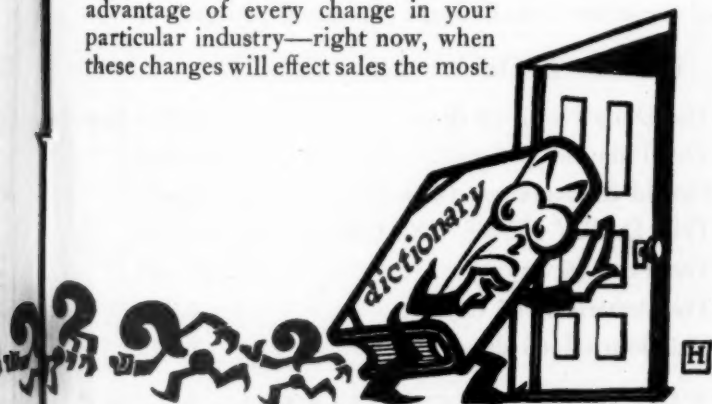
been the only effective method of securing "expert" media in each line. Editors, advertising counsellors, correspondents are highly paid experts.

The very fact that each field of business is served by one or more Business Papers of its own proves the need for specialized publications and their practical value.

For those who want immediate sales, at comparatively low cost, Business Papers are the ideal media—going direct to the real buyers in each group, at frequent intervals. The rates permit continuous advertising in big space, and the short closing dates allow the use of real business news in each advertisement. You can take advantage of every change in your particular industry—right now, when these changes will effect sales the most.

A.B.P.

"Member of The Associated Business Papers, Inc.", means proven circulations, **PLUS** the highest standards in all other departments.



Headquarters, 220 West 42d Street - New York

54 different fields of industry

First!

in Automobile Advertising

The Chicago Daily News holds first place in automobile advertising among the daily newspapers of Chicago. During May, June, July, August and September of this year The Daily News led every other Chicago daily newspaper—6 days against 6—in automobile, motor-truck, tire and accessory advertising.

Lead Increased!

October records still another step ahead

This consistent lead was so far increased in October that The Daily News carried 2,965 more lines of automobile advertising than the two morning papers combined—6 days against 6—and also overtopped each of the other three Chicago afternoon papers.

Here are the October lineage figures:

The Daily News (6 days)	38,915 lines
The Tribune (6 days)	30,082 "
Herald & Examiner (6 days)	5,868 "
THE DAILY NEWS' EXCESS	2,965 "
The Post (6 days)	33,961 "
The American (6 days)	4,033 "
The Journal (6 days)	9,725 "

THE CHICAGO DAILY NEWS
FIRST in Chicago

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Advertising to Help Sell Two Canals

New Jersey's Is a White Elephant on the Hands of the Lehigh Valley Railroad—New York's Barge Canal Needs Selling to the People

By J. G. Condon

SUPPOSE you had a canal for sale.

The supposition is by no means so preposterous as it sounds. There are two canals in the general vicinage of New York on the market just now. Not exactly under the same circumstances, it is true; but there are nevertheless two artificial waterways being thrust into the public eye at the moment for sales purposes.

Item 1—The Morris Canal, in New Jersey, which the Lehigh Valley Railroad, the owner, is anxious to dispose of for all time; and

Item 2—The New York State Barge Canal, which Governor Nathan L. Miller and other officials of the Empire State are seeking to sell to business interests as a modern and up-to-date freight waterway.

Where New York State is pushing its canal as a solution of the high freight-rate question on commodities where time of delivery is not essentially important, the Lehigh Valley Railroad is seeking to convince the people of New Jersey that the Morris Canal is a useless and uneconomical ditch, occupying valuable space that might be used to far better advantage, and consuming enormous quantities of water needed for drinking purposes by various communities in the State.

To accomplish this, the railroad has started an advertising campaign, which has reached every newspaper in New Jersey, calling attention to the fact that the question of abandonment of the canal promises to be one of the most important subjects before the next session of the State legislature. It points out that the vast water rights of the canal, better use of the valuable right-of-way and the rights of the Lehigh Valley Rail-

road are involved in the matter, and announces:

"For all who are interested in a fair settlement of this question the Lehigh Valley Railroad has prepared a booklet containing a brief history of this century-old waterway, with a map, and outlining its position."

These booklets are offered to all who will apply for them.

The advertisement is brightened by a line drawing of Father Time with his scythe, used this time as a walking staff, leading an aged mule along the towpath which supposedly goes to oblivion, while a canal-boat follows unresistingly after.

BOOKLET TELLS RAILROAD'S POSITION ON THE CANAL QUESTION

The booklet, which is issued over the signature of President E. E. Loomis, of the railroad company, and which has been widely distributed throughout the State by the use of mailing lists, explains why the people of New Jersey should insist on fair treatment for the Lehigh Valley in any legislation which may be enacted. It states frankly at the beginning that the Lehigh Valley has been asked its attitude in regard to any negotiations which might be started for the abandonment of the canal, and proceeds to tell the whole story of the waterway, at the same time taking the public into its confidence regarding the aims and desires of the railroad.

President Loomis recalls that when a charter was granted the builders of the canal away back in 1824, the State was given the authority, after a lapse of ninety-nine years, to take possession of the canal, if it saw fit, at a price to be mutually agreed upon by the State and the owners of the

waterway. If the State was not disposed to exercise this option or the price could not be agreed upon, it was provided that the canal company's charter should be continued for another half-century, when the property would arbitrarily go to the State. The ninety-nine years expire December 31, 1923, although in 1871 the Lehigh Valley leased the canal "in perpetuity."

"The Railroad Company realizes," writes President Loomis, "that the canal property, however, should be put to other public uses, and it has no desire to stand in the way of the State's taking over, on equitable terms, the major part of the canal property with its water rights, the latter being the most valuable asset. A small part of the canal property is particularly suited for steam railroad development, and the people of the State will desire to see this small part dedicated to that use. It will be to the general public good that this be so developed, and it is only as to this part that the Lehigh Valley desires to preserve its ownership and undertake an appropriate railroad development."

The Morris Canal offers a wide contrast to the New York State Barge Canal. It takes 102 miles to go from Jersey City on the Hudson River to Phillipsburg, opposite Easton, on the Delaware River, although the distance is only some sixty miles as the crow flies. With one end at sea level on the Hudson, and the other

nearly so on the Delaware, it climbs up nearly 1,000 feet to Lake Hopatcong and then down as far on the other side. There are not only thirty-two ordinary canal locks, but twenty-two inclined planes, which are hill-side railroads upon which boats, moored in cradles, with the aid of windlasses, are drawn up or let down from one level to another.

The canal was never financially successful, except for a few years following 1852. The reason for its failure, told in Mr. Loomis's booklet, is an interesting story of railroad development, calculated to appeal to every manufacturer who has seen his product become out of date almost overnight by some new invention. "Even while the charter was under consideration," he writes, "George Stephenson was completing the invention of the locomotive. The Stockton & Darlington Railroad, in England, with steam transportation, began operation only nine months after the canal was chartered. Railroad development became so rapid within a short while that in 1830, a year before the canal was opened

for use, the State of New Jersey had chartered the Camden & Amboy Railroad Company, and soon afterward chartered several others. The Morris & Essex Railroad, now operated by the Delaware, Lackawanna & Western Railroad, paralleling the canal from one end to the other, was chartered in 1835, one year



The MORRIS CANAL

and the question of its abandonment, which promises to be one of the most important subjects to come before the next session of the State legislature at Trenton, is a matter demanding the active interest of every citizen of New Jersey. Many problems are involved:

**The Canal's Vast Water Rights;
Better use of its Right of Way;
The rights of the Lehigh Valley R. R.**

For all who are interested in a fair settlement of this question the Lehigh Valley Railroad has prepared a small booklet containing a brief history of this century-old waterway, with a map, and outlining its position.

Copies may be had by addressing

**Lehigh Valley
Railroad**

Washington Street Terminal
JERSEY CITY NEW JERSEY

NEWSPAPER ADVERTISING TO
GET CIRCULATION FOR THE
CANAL BOOKLET

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before the canal was opened to Jersey City. Within ten years after the chartering of the canal company the bright expectations with which the charter had been taken began to disappear as a result of this new and better method of transportation. The canal was, in fact, already out of date. The directors' annual reports show the constantly growing stress of this competition. After steel rails were invented and put into use in the sixties, when the Lackawanna Railroad had been completed through to tidewater, and the Central Railroad of New Jersey built, freights fell to a point which rendered impossible the financial success of the canal."

WHY THE LEHIGH OBTAINED THE CANAL

Equally as interesting is the explanation as to how the Lehigh Valley got into the matter, a situation in which many a business man has found himself involved at one time or another.

"In 1871," says Mr. Loomis, "the rails of the Lehigh Valley, then as now an important anthracite carrier, terminated at Easton, Pa. The Central Railroad of New Jersey, also greatly interested in the transportation of anthracite, and an active competitor of the Lehigh Valley, was believed to be preventing the Lehigh Valley from getting fair treatment in the handling of its traffic to the seaboard, and the management of the Lehigh Valley conceived the idea that by leasing the canal it would have a regulator which would insure an equitable arrangement from its competitors. Accordingly the canal was leased in 1871. Subsequent events proved this act unnecessary. Only a year later the company was able to begin the construction of its own line in New Jersey, which was soon built to Perth Amboy and afterward extended to Jersey City."

Now the Lehigh Valley is seeking to be relieved of the obligations of the charter of the canal

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

company. Almost as anxious as the railroad company, in this direction, are the various municipalities through which the canal runs. They want it abandoned and its right-of-way put to other purposes. A high-speed electric line between Newark and Paterson is proposed, several towns would make parks of the canal within their limits, others have different objects in view; Jersey City, Bayonne and Newark want the water rights and owners of homes at Lake Hopatcong and on several other lakes and streams want assurances that these are not to be drained off to keep a canal going when there are no boats, aside from an occasional canoe, to navigate it. The Lehigh Valley, in turn, proclaims its willingness to give up its rights to all of this valuable property and the water rights, if in turn it may reserve for itself some twelve miles of the canal's total length, a bit of it at Phillipsburg and the balance in Jersey City, "the value of which," says Mr. Loomis, "the State's engineers have agreed is far less than the property it will surrender."

ADVERTISING WOULD BRING BUSINESS TO BARGE CANAL

But while the Lehigh Valley, with newspaper advertising and booklet, is seeking to dispose of its canal, New York State has adopted a different method. Governor Miller recently has made two trips over the canal, one accompanied by members of Congress, representatives of large civic and commercial organizations of the State, etc., stopping at every important city and town en route to preach the gospel of the canal's value and to urge business men to use it for their freight shipments.

"The people do not seem to know they have this canal," said the Governor in a speech he made at Schenectady, "and we must devise some way of selling the proposition over again."

Governor Miller talks in the vernacular of the advertising man when he is pleading the cause of the canal, and overlooks no point

that will help him accomplish the purposes he has in mind.

"We started out at Albany on Wednesday," said the Governor when he spoke a short while ago before the Rochester Chamber of Commerce while stopping there to inspect the canal terminals located in that city, "and just this side of Waterford, which is the eastern terminus of the canal, there was a brickyard. The owner of that brickyard did not know how to use the canal. He had been accustomed to load his bricks upon freight cars standing on a siding. The Superintendent of Public Works, or his staff, instructed that man as to how he could economically use the canal. The State supplied the loading machinery by putting a movable derrick there to give an object-lesson and that gentleman is shipping bricks to the city of New York at a saving of \$2.50 a thousand."

Who will deny that this is not only a high degree of service, but excellent salesmanship?

Not only must Governor Miller sell his canal to the business people, but he must sell it to the voters and their representatives in the Legislature. He says \$10,000,000 more will be needed to give the waterway adequate terminals. The people will have to be convinced that this new expense is going to be for the benefit of the whole State before the necessary appropriations will be made.

While State officials of New York have been able to take many business men to the banks of the canal and there demonstrate its value, and while the Governor and members of his staff have eloquently carried the message of the canal's advantages to business men gathered together to hear them, it is strange that printers' ink has not been used to advertise the canal. It would lend itself excellently to copy that would command attention. There is a wonderful advertising campaign in the canal—a campaign that should cover the whole North and Northwest and which beyond question would be productive of a great deal of business.

A REWARDING MARKET FOR EFFORT NOW



"Scoop Shovel" Advertising

*Fight for
business
where
there's
a chance
of winning*

YOU can't help agreeing with John Fletcher, the Chicago banker, when in a recent article in *Printers' Ink*, he spoke of advertising appropriations being handled with scoop shovels.

Discriminate: then concentrate! Put your advertising money into the markets that are prosperous now.

The Indianapolis Radius is such a market. Indianapolis bank clearings are only 11 per cent below 1920, compared with 21 per cent for the twenty-six largest cities. The employment situation is good. Savings deposits are high.

The people of this territory have money to spend and are buying now.



Selling cost in the Indianapolis Radius is low. Salesmen work quickly because of the radiating network of steam and electric railroads. The Indianapolis News, reaching practically every worthwhile home in Indianapolis and the key homes in the surrounding territory, makes it possible to concentrate advertising support in one medium.

The Indianapolis News

New York Office
DAN A. CARROLL
150 Nassau Street

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Facts and F



THESE facts and figures are pertinent to the oldest industry in the world, *The Furniture Industry*.

Representative in this great field is S. Karpen & Brothers of Chicago, Michigan City, and Long Island City. Their three plants cover an area of more than 1,000,000 square feet.

Their total sales for 1920 reached the \$8,000,000.00 mark, and during this time they paid out in salaries and wages approximately \$2,000,000.

Total purchases, not including expense supplies, amounted to \$4,100,000.

Some of these items were:

- \$2,000,000 worth of tapestry and velours
- \$560,000 worth of lumber
- 43,200 goat skins used in addition to other leathers
- 3,600 kegs of cement-coated nails
- 30 tons of metal upholstering tacks

S. Karpen & Brothers is one of the 2,401 worth-while manufacturers of furniture in the United States. These manufacturers annually produce furniture valued in excess of \$531,411,526.

The Furniture Manufacturer and Artisan is edited and published in the exclusive interests of these manufacturers. It reaches over 90% of the men who control the buying power of this great market.

Our Service Department has data that you should consider in making a survey of this field. Just ask for it—We'll send it gladly.

The Furniture Manufacturer

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S. Karpen & Bros. furniture will be found in the senate buildings in Washington and in scores of executives' offices in the national capital. The New York Post Office is completely equipped with Karpen furniture. It has been used in furnishing the Drake Hotel and the Tivoli Theatre of Chicago, and in the Capitol Theatre of St. Paul.

Twelve salesmen cover the City of New York, New England States and the South Atlantic States, excepting Florida.

Nine salesmen cover the Western, Central and Southern States, and six salesmen cover Chicago.

The Michigan City plant is devoted almost entirely to the manufacture of reed and office furniture.

*It's an A.B.C.
and A.B.P.
Medium*



VICTOR B. BAER CO.,
1265 Broadway, Room 804,
New York City

EDWARD R. FORD CO.,
53 W. Jackson Blvd.,
Chicago, Illinois

SAM LEAVICK,
510 Union Trust Bldg.,
Cincinnati, Ohio

**Manufacturer and Artisan
Company, Grand Rapids, Mich.**

Try it out in Representative Milwaukee

Dominance!

Week after week, month after month, year after year The Journal leads all Milwaukee papers in advertising volume.

From 1914 to 1920, inclusive, The Journal printed 23,800,675 more lines than any other Wisconsin newspaper.

This enviable record is being maintained and strengthened *this* year.

In the first 10 months of 1921 The Journal printed 1,450,258 more lines than the other two Milwaukee papers combined.

The great volume of advertising carried continually in The Journal clearly proves two things:

That the Milwaukee-Wisconsin Market is a highly profitable market for national advertisers.

That The Journal is the one dominant, outstanding advertising medium of this field.

The Milwaukee Journal

FIRST—by merit

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York Chicago San Francisco

Festus Wade's Views on Advertising as a Business Force

A Blow at Advertising Is a Blow at Salesmanship

MERCANTILE TRUST COMPANY
OFFICE OF THE PRESIDENT

St. Louis, Nov. 8, 1921.

Editor of PRINTERS' INK:

First, let me make my viewpoint on advertising known to you. When you get it, you will very likely disregard my ideas expressed later, for you will see that I am a prejudiced witness. Having seen what advertising has been able to do, and is doing, in our own business, I cannot help but have a warm spot in my heart for it. Being thus prejudiced in favor of efficiently applied advertising, I would be inconsistent if I did not encourage its wise use by the bank's patrons. That is one "Banker's attitude toward advertising."

You ask if I believe that a banker considers reputation, as developed by advertising, in extending credit. There probably are bankers who will give a negative answer to this question and believe they are giving the right answer. But let those bankers be approached by a credit-seeking national advertiser, who has established his name, therefore a market for his goods, and see what happens. In nine cases out of ten the fact that those goods have become a household "buy-word" will be the greatest factor in granting the credit. The banker himself will have become subconsciously sold on the firm, through its consistent advertising. He will say, "Oh, yes, that's a big house—well known, good reputation," etc., etc., not realizing that it was advertising that did the work. The next minute he may be approached by a new company, trying to make its name, and turn down the loan because too much of it is to be spent for the purpose of advertising. In the first application he has helped the big advertiser to cash in on his reputation, and in the second was depriving the newcomer of the right

to build a reputation. This is only a hypothetical case, and I am glad to say I don't believe it happens as often as it did in the past. Just as we learn something new every day, so every day another banker wakes up to the underlying power and pull of advertising.

When we strike at advertising, meaning, of course, efficiently applied advertising, we strike at salesmanship, and the heart of business. For the banker to do anything to retard business right now is suicide. When the merchant pulls down his shingle and waits for business to come to him in a buyers' market, we laugh at him, and call him a poor business man. When he is forced to cut down one of his best methods of selling because his banker considers advertising an unnecessary item of expense and refuses an otherwise deserved loan purely on that principle, it is my humble opinion that we should laugh at the banker, and feel sorry for the merchant. Don't mistake my meaning. It is a basic banking principle that a loan must be well secured, and a firm cannot borrow merely because it is a big and successful advertiser. But the fact that it is a believer in advertising and wants to use a portion of the money for that purpose should never stand in its way when it calls on the bank's credit department.

That is my testimony. I repeat I am prejudiced in favor of advertising. But I am not guessing. I have seen what it has been able to do. Advertising is almost as necessary to the bank, particularly the one offering a diversified service, as it is to the department store. It is a powerful force, and no one deserving the right to apply it to his business should be denied that right.

FESTUS J. WADE,
President

Jobber's Advertising Capitalizes on a Manufacturer's Suggestion

How a Jobbing and Retail House in Chicago Has Profited by Advertising in Newspapers a Service Suggested by a Manufacturer

THERE is a wholesale and retail organization in Chicago that has set itself conspicuously and profitably apart from its competitors by carrying out a suggestion made by a manufacturer. The description of its experience

naturally put the blame on the product.

Merchants and manufacturers knew of this condition. But how could it be changed? One manufacturer turned to educational advertising, repeatedly explaining

To Merchants, Architects and Contractors--

For over forty years Linoleum has been laid by methods which often led you to think it was important for the floor that the joints should be tight or smooth. The above would open up and at times crumble along the edges, would need put underneath and require the joints back from the body. This brought about an unnecessary restriction and shortened the life of the goods. That all this is changed. The Richardson Method of Laying Linoleum, by which a better job being a first point in the floor and the Linoleum is now placed and cemented to the job, has among everyone of all these objections. Present below are a few letters from Chicago contractors.

Recommended by Business Men

"Highly satisfactory"
The Linoleum laid in our Women's Wear Store by your expert advice appears to be a perfect improvement. The floor is now smooth and the joints are tight. It is a highly satisfactory result.

STEVENS TRUST COMPANY,
117 Chicago, Ill.

"Richardson Method is a decided improvement"
We are so pleased that the Linoleum in our new office under the Chicago Hotel is a decided improvement. The floor is now smooth and the joints are tight. It is a highly satisfactory result.

AMERICAN TRUST CO.,
117 Chicago, Ill.

"Most satisfactory"
The Linoleum in our office is a most satisfactory result. The floor is now smooth and the joints are tight. It is a highly satisfactory result.

W. S. GIBSON & CO.,
117 Chicago, Ill.

"Laid very well indeed"
We are so pleased that the Linoleum in our new office under the Chicago Hotel is a decided improvement. The floor is now smooth and the joints are tight. It is a highly satisfactory result.

THE CARROLL CO.,
117 Chicago, Ill.

"Worth the difference in cost"
The Linoleum in our office is a most satisfactory result. The floor is now smooth and the joints are tight. It is a highly satisfactory result.

ALFRED BROWN & CO.,
117 Chicago, Ill.

"Very much improved"
The Linoleum in our office is a most satisfactory result. The floor is now smooth and the joints are tight. It is a highly satisfactory result.

THE STONE & LATHING CO.,
117 Chicago, Ill.

"Very much improved"
The Linoleum in our office is a most satisfactory result. The floor is now smooth and the joints are tight. It is a highly satisfactory result.

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THE STONE & LATHING CO.,
117 Chicago, Ill.

Advantages of the Richardson Method:

1. The Linoleum is now becoming a solid, permanent, elastic floor. It cannot be broken, bent or stretched.
2. The job is finished, which is a point in the floor, thereby all exposure of construction that they take place in the room is covered.
3. The job is laid under the Linoleum more quickly, thereby lengthening the life of the Linoleum floor.
4. The possible damage from water when laid by other methods is prevented when laid by the Richardson Method.
5. It is a better floor because it is non-absorbent, easily cleaned, smooth and free from cracks.
6. Recommended both in first cost and in the long run.
7. In most cases the work is completed in less time, thereby it is economy in money and labor.
8. Linoleum floor laid by the Richardson Method can be removed without difficulty or damage to the underlying structure.

To Home-Improving Merchants

We can be of assistance to you in helping you to secure contractors for floor coverings in:

Stores, Offices, Hospitals, Restaurants, School Buildings, Theaters and Public Buildings.

Send us specifications and we will select samples and estimate price of material. Our expert workmen will do the work for you at your own expense.

O.W. Richardson & Co.

One Division, Chicago, Illinois.

111 South Wabash Avenue.

Chicago

Recommended by Business Men

"Worth the difference in cost"
The Linoleum laid in our office is a most satisfactory result. The floor is now smooth and the joints are tight. It is a highly satisfactory result.

THE STONE & LATHING CO.,
117 Chicago, Ill.

"Very much improved"
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117 Chicago, Ill.

should gladden the hearts of many manufacturers, especially those who, being advertisers, are desirous of making their product of the greatest service to the consumer. The story concerns itself with linoleum and O. W. Richardson & Company, wholesalers and retailers of rugs, linoleum and furniture, established some forty-three years ago.

For years scarcely any attention was paid to the manner in which linoleum was laid. After the consumer had put it down, according to his lights, and had found within a short time that it bulged or that the seams opened, and at times the edges crumbled, she

to dealers and consumers the proper method of laying linoleum.

The Richardson company saw an opportunity to capitalize on this knowledge by advertising it to the consumer under the Richardson name. The Richardson organization found instances where the manufacturer's instructions had been carried out in various cities, and sent members of its staff to those cities to investigate and learn the method if it was considered practical.

They found the method practical if it was carried out by trained men. This meant an added service department, and added labor charges to be paid



Job Operator

Job Operator

Job Operator



Job Operator

Job Operator

Job Operator



Job Operator

Job Operator

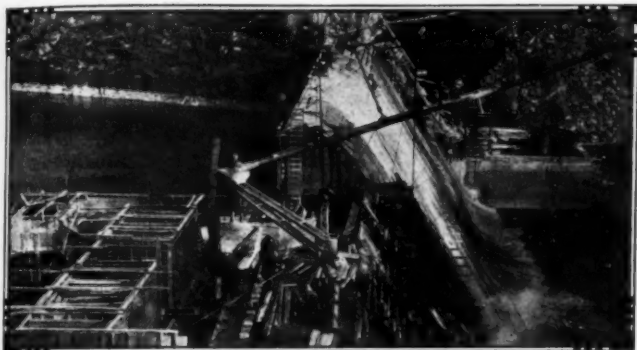
Job Operator



Job Operator

Job Operator

Job Operator



Increasing Baltimore's Water Supply

☛ Back in 1913 when the Loch Raven dam was built on the Gunpowder river, it was thought that it would be ample to supply the water needs of Baltimore for many years to come.

☛ But Baltimore has grown faster than was anticipated by the most optimistic of her citizens, and it has become necessary to raise the height of this dam to approximately 240 feet, thereby impounding over 22,000,000,000 gallons of water as compared with 1,500,000,000 gallons now.

☛ Don't overlook the great and growing Baltimore in planning your advertising campaign. You can cover it easily with THE BALTIMORE SUN, whose net paid daily circulation (morning and evening) now exceeds 221,000.

Everything In Baltimore
Revolves Around

THE



SUN

Morning

Evening

Sunday

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"

for directly by the consumer. Over a year ago a service department was organized, and has been continuously advertised in newspapers and in supplemental direct-mail campaigns. The company told the consumer that the day of the old-fashioned way of laying linoleum by tacking or cementing the edges was a thing of the past, and that the Richardson organization had a new and better method. It continually gave in its advertising a list of eight advantages for its method.

As a result of this constant advertising the company today maintains a corps of twenty men whose time is entirely devoted to laying linoleum; it has had to use two large automobile trucks every day to carry the material and crews from one job to another; its outside sales force has been doubled, and month after month the sales quota of its floor covering department exceeds past monthly records.

The Richardson company in commenting on the advantages it has obtained in carrying out and in advertising a manufacturer's suggestions says:

"We thought at first that an additional charge for labor would prove a hindrance, but we have found that the saving in time of customers due to the fact that the linoleum is quickly laid, in nearly all cases more than offsets our additional charge for labor.

"Our advertising campaign started with such large advertisements in newspapers and continued in such a big enough way that today this particular method of laying linoleum is known throughout Chicago as the 'Richardson-Method.'

"In our newspaper campaign in the Sunday papers in Chicago, different copy was placed in the out-of-town editions. This enabled us to direct copy to the consumers in Chicago and to merchants, contractors, etc., outside of Chicago.

"Only one or two of our competitors have tried to lay linoleum by the underlaid felt method. All the others have not attempted to, possibly because of the lack of

appreciation of the service this gives to the customer or for fear they might be said to imitate another store.

"The general outcome of having based an advertising campaign on service to the customer has placed our store in an enviable position and has given us more good-will advertising and more business than we could possibly have obtained in any other manner."

W. D. Horne, Jr., Leaves Class Journal Company

William D. Horne, Jr., has left the merchandising service department of The Class Journal Company, Chicago, to join the new business department of the Illinois Trust & Savings Bank. He was formerly with the Locomobile Company, Harry C. Michaels Company and the Standard Parts Company.

San Francisco Manufacturer Appoints W. P. Staniford

Warren P. Staniford has been appointed advertising manager for Eloesser-Heynemann, overalls, shirts and children's play garment manufacturer of San Francisco. Mr. Staniford was recently with The Emporium, San Francisco.

Establishes New Agency in Seattle

A new advertising agency, The Birchard Company, has been formed in Seattle. T. P. Birchard is president and acting manager of the company.

R. J. Ford with Springfield, Mass., "Republican"

R. J. Ford, recently with The Ford-Stearns Co., has joined the Springfield, Mass., *Republican* and *Daily News* as classified advertising supervisor.

Furniture Account for Shum- way Agency

The Paine Furniture Company, Boston, has placed its account with the Franklin P. Shumway Company of that city.

F. C. Williams Agency Changes Name

The F. C. Williams Advertising Agency, New York, has changed its name to the Thresher Service Advertising.

J. W. Wylie, formerly of the Joseph Richards Company, New York, has joined the Thresher organization.

Don't Doubt Him, But—

When anyone tells you that you can "cover" the Chicago market with one newspaper, send for a representative of the Chicago Evening American.

He will tell you that it can't be done and show you why.

CHICAGO  AMERICAN
EVENING

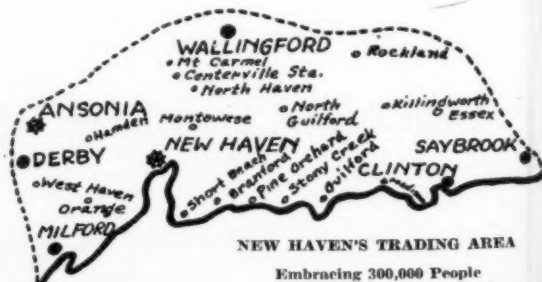
Circulation for September, 1921, 413,845

SOME FACTS ABOUT NEW HAVEN

THE largest city in the State of Connecticut. The home of the New York, New Haven and Hartford Railroad, Winchester Arms Company, C. B. Corsets, Sargent & Company (Hardware), New Haven Clock Company, etc., etc. Its widely diversified industries employ about 30% of the total population. These big manufacturing concerns have come safely and sanely to a peace-time basis without drastic cuts either in personnel or pay.

Her people are industrious and thrifty. In fact, New Haven banks have 129,314 savings accounts, carrying \$57,075,429—virtually an account for four out of every five people, men, women and children, in the City—an average of \$441 for each person. Surely here is the wherewithal to buy.

New Haven is the trading center of a very closely-knit group of cities and small towns from Derby and Ansonia to Saybrook. Even the people in the outlying districts habitually shop in New Haven at least once or twice a week. This has stabilized the volume of sales and kept business good in New Haven.



HOW IT IS COVERED BY THE NEW HAVEN JOURNAL-COURIER

ADMITTEDLY the cleanest and most reliable paper in the city in both typography and news.

96% of its circulation (16,142 net paid A. B. C.) is in the New Haven territory—practically no waste.

Is read in over 67% of the English-speaking homes of New Haven every morning; has the largest direct home-delivered circulation of any local newspaper.

The sober sincerity of its editorial policies has won *belief* from its readers; this gains for the advertising columns greater attention value and favorable action.

Only 3c paper in New Haven. Only morning paper. Covers morning field alone, while evening field is divided between three papers.

Use The Journal-Courier to cover New Haven—It reaches the people who have money with which to buy.

To learn more of how economically a test campaign may be run in Connecticut, write for the special folio, "Connecticut and Her Trading Areas," to


GILMAN, NICOLL & RUTHMAN, Representatives

World Bldg.,
New York

Tremont Bldg.,
Boston

Tribune Bldg.,
Chicago

The **CONNECTICUT**
FIVE-STAR
COMBINATION



HARTFORD COURANT **NEW LONDON DAY**
NEW HAVEN JOURNAL COURIER
WATERBURY REPUBLICAN **MERIDEN RECORD**

The regular practice of the principal local advertisers in Jacksonville is Evening Metropolis during the week, and Times-Union on Sunday. The Metropolis has no Sunday paper.

National advertisers may well profit by a similar arrangement.

The Florida Metropolis

Florida's Greatest Newspaper

Local Coverage and Local Results

☐ The Evening Metropolis gives concentrated local coverage.

☐ The Evening Metropolis produces greatest results from the local field at lowest cost.

☐ Practically every white family in Jacksonville has the Evening Metropolis delivered at home and reads it at home.

☐ If an advertiser's dis-

tribution is only or mainly local, the Evening Metropolis will sell the most goods at least cost.

☐ If an advertiser's distribution is both local and state-wide, the Metropolis cannot be profitably ignored. In such cases follow the lead of local advertisers using the Morning Times-Union on Sunday and the Evening Metropolis during the week.

The Metropolis is a member of The Associated Dailies of Florida, S. N. P. A. and A. N. P. A.

E. KATZ SPECIAL ADVERTISING AGENCY

Established 1888

Chicago
Kansas City

New York

Atlanta
San Francisco

The Need for Selling Sense among Semi-Sales Workers

Milk Drivers Who Strike Not Salesmen—Real Salesmen Are Not Quitters

PHILADELPHIA, October 24, 1921.
Editor of *PRINTERS' INK*:

Any information which you can give to the writer on the best methods for imparting proper selling knowledge to milk wagon operators I shall much appreciate. Have you published at any time accounts of milk selling campaigns by dairy companies in which their drivers took an effective part?

I am one of your subscribers and hope to hear from you at an early date.

EUGENE W. WEILLER.

TEACHING salesmanship to milk-wagon drivers is a nice little task for some ambitious instructor to undertake. A number of companies have tried to make salesmen out of their drivers, but judging from the results they have not been very successful. The principal object of the 2 per cent commission on collections, which several companies allow, is to encourage the men to be up on their toes and to go after new business vigorously. In a few instances, this commission has accomplished its purpose. It has encouraged several milk drivers to exert extraordinary efforts to develop their routes. The vast majority, however, seem to accept the commission as a matter of course. They do not go out of their way to rouse up new customers, merely accepting those that fall into their hands just because they happen to be exposed to the business.

Of course salesmanship in the milk business is largely a matter of service. Grade "A," for instance, of one company is little different from Grade "A" of some other company. The price also is the same in many communities. The ability of a driver, therefore, to get business depends largely on the thoroughness of the service. Patrons change from one company to another, because of some little slip in the service. Lack of courtesy, the failure of the driver to get the milk delivered on time, an overcharge in the bill or some other

detail of this sort is the factor that causes people to change over to some other driver.

The way the salesman performs his work, therefore, greatly influences the volume of his sales. Most of these fellows, however, never get the salesman's viewpoint on their jobs. As this is written the unionized milk drivers of New York are out on strike. Can you imagine a real salesman striking? Of course you can't. A salesman will sacrifice self, if need be, to serve his customers. He will go through fire and water to make a sale. Certainly you never heard of a salesman laying down on his job while the public was in need of his products. That is what the milk drivers have done. Assuredly there is no salesmanship in such behavior.

We believe that many unions make the mistake of not recognizing the importance of the sales end of the business with which they are connected. This recognition is particularly needed in those trades where the union itself comes in contact with the public in a semi-sales capacity. Take truck drivers as an illustration. An ornery teamster can undo at the back door much of the good-will that the salesman for the same concern built up at the front door.

Another example may be found in the railroad station agents. In the old days many of these boys hustled like the dickens to get shipments for their roads. Since most of them joined the union, however, it is rarely we run across an agent who takes pride in his road and who seizes every opportunity to get business for it.

This growing decadence of the sales sense among workers who are not directly in the sales department is bad for American industry. It is a short-sighted viewpoint that should be rooted out.—[Ed. *PRINTERS' INK*.

British Railroads Advertise and Prepare to Reduce Fares

Companies Are Recovering Lost Business by Old-Fashioned Competitive Methods

By Thomas Russell

London Correspondent of PRINTERS' INK

THE public usefulness of advertising could not be much better illustrated than by the recent history of the English railways.

Early in the war the Government took control of all railroads except the local system known as the London "Underground." Simultaneously, all railroad advertising ceased. Certain wastes were cut out, as where two railroads covered the same journey. Repairs to coach-work and permanent way stopped at the limit of safety. All diners and sleepers were discontinued. Trains were shortened and speed reduced. Every carriage was commonly packed with passengers and often overpacked. Trains in Great Britain are almost all divided into small coaches, seating from eight to twelve passengers only. Long-distance coaches have a corridor, the width of two seats, running along one side, into which the individual compartments open.

For short distances the six compartments into which a coach is divided have a door at each side and carry twelve passengers apiece, sitting in two rows, facing each other.

When a compartment built for eight people contains four or five extra, standing up or sitting on their baggage in the very small space provided, things are not very comfortable for a 300-mile journey. This is what happened. Travel was reduced, and to restore the lost revenue, fares were raised 50 per cent. Even this did not attract passengers, so another 25 per cent was added, making a dollar ticket cost \$1.75; and still the taxpayer had to foot the bill for the deficit created by higher operating costs and smaller traffic. Shareholders received a

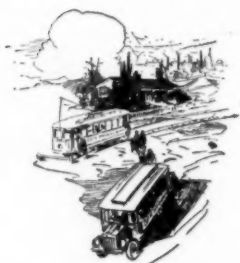
standard dividend. It never occurred to anyone, even after the armistice, when trains were no longer needed for soldiers, that one way to meet the situation would be to create inducements to travel.

Then, in July this year, the Government handed the railroads back to the companies. These immediately began to do exactly what the Government stopped doing. They advertised. Where there were competing lines for the same journey, they fought for traffic by improved service, better coaches, speedier trains and more attractive dining cars.

Also they re-established the services that feed passenger traffic. They ran special schedules to holiday resorts and issued tickets at reduced fares. They revived cheap week-end tickets. They combined with town councils, municipalities and local advertising associations to boom seaside places, spas, golf centres and the like. They began, in fact, to give a recognizable imitation of a concern that wants to sell tickets. Press advertising, mailing pieces and posters are still being liberally used. Tourist traffic is being promoted. There is a kind of see-Britain-first spirit in the air. The frozen claw of Government control has been withdrawn; and although coal costs three prices today, there is some hope that, as advertising gets in its fine work, fares will presently be reduced.

COMPETITIVE ADVERTISING SHOWS AN IMPROVEMENT

British railways in the past had a poor idea of advertising. The picture of a locomotive was the most frequent inducement offered. One great railroad running from London to Scotland used a thirty-



"I'm contracting for space in

BUS TRANSPORTATION

because it's a McGraw-Hill Publication and therefore will be a success"—said one large advertiser in the automotive field.

This is typical of the reception which *Bus Transportation* has been given by both prospective advertisers and subscribers.

McGraw-Hill standards of publishing assure in advance that the new publication will deliver a full measure of the service needed by this new and important industry.

The first issue will appear in January. Full details regarding the paper and its field are now ready.

McGraw-Hill Company, Inc.

Tenth Avenue at 36th Street
New York

Coal Age	Electric Railway Journal	Power
Electrical World	Bus Transportation	American Machinist
Ingenieria Internacional	Engineering News-Record	
Engineering and Mining Journal	Chemical and Metallurgical Engineering	
Journal of Electricity and Western Industry	Electrical Merchandising	

two-sheet poster, with the caption, "The gate to the North," and a representation of its London terminus, which bears a striking resemblance to a rather smoke-blackened mausoleum. Now it is the destination that is advertised, sometimes with much ingenuity. One poster carries a bird's-eye view of a bathing beach, so pictured that the coast-line has the shape of a girl's face. Another showed, side by side, the map of Cornwall and the map of Italy, and exaggerated their resemblance in shape. Holiday booklets are offered in some posters of the North Eastern Railway. The Lancashire & Yorkshire Railway tries to teach people to get in and out of trains promptly by an illustration of a railroad guard holding a giant watch.

In business papers, maps show the directness of certain routes. Efforts to promote factory building in given localities, which has been common with American railroads, is only meagrely practiced here. Our railways do not advertise for freight, though they all keep what is called a "goods" staff to take care of inquiries. But there is no doubt that company control and the revival of advertising which it has brought will bring our traveling system up to date in the near future—and advertising will have the effect of forcing better administration. It is no new experience for advertising to better the product.

Pocketbook Campaign in Rotagravure

The Amity Leather Products Company, West Bend, Wis., manufacturer of pocketbooks, is placing an advertising campaign in the rotagravure sections of metropolitan newspapers. Copy will appear in November and December and will be placed through Klau-Van Pietersom-Dunlap, Inc., Milwaukee advertising agency.

O'Brien Varnish Account for Chicago Agency

The Kling-Gibson Company, Chicago, has obtained the national advertising account of the O'Brien Varnish Company, South Bend, Ind. A wide use of color is planned in advertising Liquid Velvet and other of the company's products in 1922.

A Real Message of Inspiration to Clerks

Ernst & Ernst—audits, systems and tax services—who maintain offices in over a score of cities, have issued an unusual business-paper advertisement, which bears the heading, "A Message to the 'So-called' Low-salaried Book-keepers and Clerks of Today."

It is pointed out that from these classes will come the high-salaried accounting executives of tomorrow.

"Accounting knowledge and executive ability are acquired only through hard work, intensive study, and sacrifice," says the advertisers. "There is no easy way. Personal development and advancement in any line follow the same old processes. Recognize them, accept them, practise them."

"Go deeper than the debits and credits of your daily routine. Think in terms of Finance, of System, of Economy. Develop for your employer more than a trial balance."

"Familiarize yourself with costs—so that you may be able at all times to furnish your executive with dependable Figures and Facts."

"Great awards await you—if you know and will apply your knowledge persistently, intelligently, in the interest of the house you serve."

Canadian Co-Operators Continue Campaign

The Home Furnishings Bureau, Toronto, Canada, of which T. Lyle Blogg is advertising manager, has voted another appropriation to be expended in a newspaper campaign. The money will be spent for thirteen insertions in twenty daily newspapers in Canada.

There are twenty-six members of the Home Furnishings Bureau. In the campaign, there will be shown twenty-six advertisements, the illustration in each to show a room scene, depicting the furniture of some member of the Bureau.

Furniture dealers of Canada will receive portfolios showing proofs of the advertisements, with a note telling whose furniture is featured; and each member of the Bureau will receive a programme advising the dates and papers in which the particular advertisements they are most interested in will appear.

The plan is much more direct than that of last year in that when any scene interests a reader he knows that the identical furniture shown is obtainable, and that he can go to his furniture dealer and through him secure it.

Form Service Agency in Atlanta

John L. Williams, who has been advertising and service manager for Webb & Varv, Atlanta printers, and who was formerly treasurer of the Ford Advertising Agency of that city, has formed a partnership with Joseph V. Freitag, who recently entered the advertising service business in Atlanta. The firm will be incorporated as Freitag-Williams.



No other newspaper
in Minneapolis offers
its advertisers nearly
twice the circulation
of the morning news-
paper *and* nearly twice
the circulation of any
other evening paper.
In fact, The Journal
enters 60,000 of the
70,000 homes in Min-
neapolis every night.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee*

"All Trussed Up" f



NO recipe is a good recipe if it is not "workable."

Woman's Home Companion recipes are twice tested: in the laboratory of Miss Farmer's School of Cookery, Miss Alice Bradley, principal, and in the homes of students under average home conditions.

Readers of the Woman's Home Companion approach its recipes knowing that they are workable and that the printed result is certain of attainment.



Up for Thanksgiving"

"A buyer of a magazine is valuable; a reader is an asset; but a user is priceless, because she becomes a friend of the magazine who will not only continue to take it year after year, but who will interest others in it.

"One of the ways to make buyers into users is to give them only the things they can use with satisfaction and eliminate the things they can't use."

Gertrude B. Lane
Editor

**WOMAN'S HOME
COMPANION**



If We Were Buying

If we were buying instead of selling, we wouldn't feel quite right about placing a substantial order for printed matter without consulting the Charles Francis Press.

It might be that the details of the job would be all worked out and the question simply one of tasteful typography and excellence of press-work. Or it might be a matter of planning and editorial work, designing and engraving, as well as the usual functions of printing and binding.

In either case, we would feel the same way about it.

Charles Francis Press

Printing Crafts Building

461 Eighth Avenue, New York

Telephone 2320 Longacre

Distinguishing between Trade-Marks and Brands

Failure of Statutes to Do This Has Resulted in Confusion and Detriment to Public

By Chauncey P. Carter

WHEN Mr. and Mrs. Robert Goodfellow become the proud parents of twins, the name "Goodfellow" thereafter serves to distinguish either or both of said twins from other twins, but it doesn't act to distinguish one of said twins from the other of said twins. It becomes necessary, therefore, for Daddy and Mother Goodfellow to give each twin a separate and distinct name, with the result that one twin becomes Honey Goodfellow while the other twin becomes Bunny Goodfellow.

The same principle applies in the case of a family of products, so that while the word "Star" or the picture of a star, or both together, may serve to distinguish the leather belting of the Star Belting Company from leather belting of other companies, nevertheless it will not serve to distinguish certain types or qualities of belting manufactured by the Star company from other types or qualities also manufactured by the Star company. It becomes necessary, therefore, for the company to give each type or quality of belting a separate and distinct name or marking, with the result that one type or quality becomes Star Premier belting, while another type or quality is named Star Triple XXX belting, etc.

We see, therefore, that a surname or trade-mark acts to distinguish all the members of one family of persons or products from members of other families, while the given name or brand acts to distinguish one member of a family of persons or products from other members of the same family.

Carrying the analogy still further, we find that while Mr. and Mrs. Goodfellow make no strenuous objection to their next-door

neighbors, Mr. and Mrs. Finestock, naming a new arrival in their home *Bunny Finestock*, they become very much upset when another family by the name of *Goodfellow* moves in the vacant house on the other side of them and begins to get some of their mail. Likewise, while the Star Belting Company shows little or no concern over the fact that one of their competitors, the Hercules Company, is putting out Hercules *Triple XXX* belting, the Star company rushes its attorneys when it hears of another family of *Star* belting.

ONE TRADE-MARK MAY COVER MANY
"BRANDS"

If Robert Goodfellow let himself be known to some of his out-of-town friends as Jimmy Alsatio, those friends would have a hard time finding him on his own street. Likewise, if belting manufactured by the Star Belting Company were sometimes marked "Giant" belting, a purchaser of belting so marked would have difficulty in obtaining the same belting in a store where it was carried under the name "Star." In other words, the use of more than one surname or trade-mark acts in such a manner as to negative the value of each and every surname or trade-mark used, since it defeats the purpose for which any trade-mark or surname is used—i. e., to distinguish the members of the family from members of other families.

It follows that there is no justification for the use of more than one trade-mark by one manufacturer or merchant, although the use of a sufficient number of brands (each in connection with the trade-mark) to distinguish between the various products or qualities or types of products of

the trade-mark owner would seem to be highly proper.

The present-day tendency to abbreviate our daily speech, however, impels many purchasers to mention only the brand name when seeking to purchase the product of a particular manufacturer, and many manufacturers, in turn, use their trade-mark on their highest quality goods and not on their lower grade goods, which have as a means of identification only the grade mark or brand.

The courts have frequently held that letters, figures, or symbols merely indicating grade or quality are not capable of exclusive appropriation, although trade-names that indicate origin and ownership and at the same time a particular grade are capable of exclusive appropriation.

GRADE MARKS WITHOUT TRADE-MARK FUNCTIONS

To sum up, it would seem that where one mark is used on various products of a single manufacturer, that mark identifies his goods from similar goods of other make and thus acts as a trade-mark. Where there are used in connection with a single trade-mark, various marks to identify various goods, such marks are not trade-marks and have no trade-mark function, and should not be registerable under the trade-mark law. Where a manufacturer identifies each grade of goods that he makes by a different mark and places no single mark on more than one grade of goods, then such marks act both as grade marks or brands and also as trade-marks, and should be registerable under the trade-mark law.

The Patent Office does not, so far as I am aware, ever inquire into the question of whether a mark submitted for registration has trade-mark functions or is merely a grade mark, and not long ago a well-known rice company succeeded in getting Patent Office approval for scores of marks such as "CC2," "JS1," "SC3," "CC3," "CCGiant," "CC1," "J1," "J2," "J3," etc., obviously all grade marks.

In many lines, particularly in the proprietary trade, every new product that is put on the market is given a coined name, which name is more often than not a combination of English or ancient or modern words or syllables, each or all of which indicate properties possessed by the new product. In other words, these new names are ordinarily coined in the same manner that every word in the English language has come into being, the only difference being that nowadays the name is not given to the public as used to be the practice, but is claimed by the originator or person for whom it is originated on trade-mark principles.

The result is that when others find themselves in a position to make the same product, they find it necessary to give it a new name, whence arises our present lack of generic names for so many products. Take, for instance, pyroxolin plastics! Whoever asks for a pyroxolin plastic comb? The clerk wouldn't know what you were talking about if you did. But say "Celluloid," "Pyralin," "Viscoloid," "Zynolite," "Fiberloid," etc., and watch him brighten up. Whoever asked for monoaceticacidester of salicylicacid, which one company maintained was the generic name of the product now known as Aspirin?

When the American Chemical Society joined with the Government Bureau of Foreign and Domestic Commerce in the taking of a census of chemical imports in order to determine on just what basic commodities this country had been dependent on Germany, one of the things that contributed largely to the difficulty of the undertaking was, as Dr. Norse afterward pointed out, the fact that "for practically every chemical commodity for which there is one trade name, there are, as a matter of fact, several trade names, and there is always a scientific name."

It results from this that while the number of words in use is multiplying each year, the common language is not being enriched thereby, but is rather becoming impoverished for want

No Greater Educational Medium Than News

No. 15

The manager of a western shirt and overall house is one of the more than 52,000 enthusiasts in textile, apparel and related industries who keep their names on the paid-in-advance subscription lists of one or other of the Fairchild publications.

Recently he said: "We hope you put on your subscription list every merchant in our territory. We know of no greater educational medium than your paper (DAILY NEWS RECORD, in this case) for the retail merchant."

Such comments are frequent. Their significance is the recognition among all branches of these industries that quick, accurate, impartial service of business news is the essential factor in handling business today.

Those businesses are fortunate whose advertising managers and advertising agencies have will and ability to utilize the responsiveness of such circulation.

By the way, these dull facts again—

FAIRCHILD PUBLICATIONS include: (1) two daily business newspapers—WOMEN'S WEAR, paid circulation exceeding 23,500 daily, to more than 1700 cities and towns throughout U. S. A.; and DAILY NEWS RECORD, paid circulation exceeding 18,000 copies daily, to more than 1900 cities and towns throughout U. S. A. (Both Members A. B. C.); (2) the "twin" semi-monthly, illustrated, trade magazines—MEN'S WEAR and CHICAGO APPAREL GAZETTE—paid circulation exceeding 10,800 copies per issue, to retail merchants and their staffs in every section of U. S. A. (Both Members A. B. C.); (3) a variety of trade directories covering all branches and markets of the textile, apparel and closely related industries—the FAIRCHILD BLUE BOOKS—with a combined annual distribution exceeding 185,000 copies; (4) FAIRCHILD'S BULLETIN—published weekly in two editions, for European and other foreign countries. Head Offices: Fairchild Building, 8 East 13th Street, New York. Branch Offices: London; Paris; Washington, D. C.; Chicago; Philadelphia; Boston; Rochester. Staff correspondents or other news correspondents everywhere.

of generic terms for new products.

To correct this situation without destroying the incentive to coin names for the scores of new products that greet us each day, I suggest that the copyright law be amended to provide for giving to the originator of a new name for a new product the right to the exclusive use of that name for a limited period or so long as he retains the exclusive right or sole ability to make the new product. Copyrighting a name in this manner would prevent its application by anyone for all time to *other* products, whereas under the trade-mark law the owner of a trade-mark receives no protection against the application of the same mark to products of different descriptive properties.

That the very people chiefly engaged in this business of securing unfair control over commerce in a given article by giving such article a name, popularizing the same, and then registering it as a trade-mark to prevent others from using it, recognize the evils of the practice is apparent from the 1917 report of the committee on patents and trade-marks of the Pennsylvania Pharmaceutical Association, in which it is stated that:

"The claim made by the manufacturers of various patented chemicals on the market that the short names registered as trade-marks are trade-marks in fact and are being used only to designate the original brand of the products known by these names, is erroneous. The fact is, these names have been purposely and systematically popularized by the manufacturers and introduced into the common language as nouns, to describe the substances patented and have, therefore, become generic and as such they no longer represent the 'brand name' of the article, and for that reason are not entitled to receive the protection given such brand or trade names. They have been generally accepted in medical and other scientific literature, so that the medical and pharmaceutical professions are often unac-

quainted with their long chemical names. Consequently, these names have become generic and part of the common language and cannot serve the purpose of distinguishing one brand of the product from the brands of competitors without interfering with the rights of all and converting the educational machinery of the medical profession and scientific literature, and the entire educational system of the country into a great advertising bureau for the exploitation of commercially controlled chemical products and the maintaining of unfair monopolies."

One of the resolutions adopted along with the report, from which the above is an extract, provided for amendment of the trade-mark law to prohibit the registration as a trade-mark of any mark "for a new article of manufacture, chemical substance, medicine or food, unless a distinctive name shall accompany the application, for the use of those who would compete in manufacturing and vending the same article and also for the use of the public in purchasing the same."

It may be that such a provision will find approval in the eyes of those who are at the present time undertaking a complete revision of our present trade-mark law. Certainly the subject is one that commands attention at this time.

St. Louis Bank Advertisises New Building

On the completion of its new and enlarged building the First National Bank of St. Louis recently advertised that the event would be commemorated by a week's celebration. All citizens of St. Louis and all visitors to the city were invited to inspect the new banking rooms. The Farran Zerbe exhibit of money was advertised as a special attraction.

O. W. Goess with Lau Colortype

O. W. Goess, whose resignation as assistant sales and advertising manager of Montgomery Ward & Company was mentioned in a recent issue of *PRINTERS' INK*, has become director of the advertisers' service bureau of the Max Lau Colortype Company, Chicago. He will have charge of promotional work in connection with advertising and sales ideas for clients.



MISS E. M. A. STEINMETZ is conceded to be the foremost American fashion artist and creator of fashions. Her original creations appeal essentially to the American woman of wealth and discriminating taste. The work of Miss Steinmetz of course appears only in Harper's Bazar.

Harper's Bazar

"The farm families in our trade territory have greater buying power than those living in town"

writes Charles Haines, merchant, of Sabetha, Kansas.

"Our trade comes from a radius of sixty miles, three-fourths of it with farmers. They ask for the best because their reading has made them familiar with standard lines of goods, and if you don't carry them they will drive elsewhere.

"That is why nationally advertised goods sell faster and easier than those which have to be introduced over the counter.

"The time is here when the same principles that make a success of a big city store will apply in a country town."

The farm trade is a steady asset for a merchant because farming knows no shut-downs or strikes. It is the nation's biggest business. This year Mr. Haines' own state grew 100,000,000 bushels of wheat—new wealth to be poured over the counters of the country.

The COUNTRY

The Country Gentleman The Ladies' Home Journal The Saturday Evening Post



CHARLES HAINES,
Merchant,
of Sabetha, Kansas

THE COUNTRY GENTLEMAN reaches over 800,000 families interested in farming, the automobile-owning, business-man type of farmer. It offers an unequalled introduction into a great buying field.

GENTLEMAN

The Curtis Publishing Company, Independence Square, Philadelphia, Pennsylvania

Chickens - Eggs - Dollars

During 1919 more than one billion six hundred million dozen eggs and almost a half billion chickens were raised in the United States.

Almost the entire number were raised on farms and more than 80 per cent were raised by farm women.

More than one billion dollars were received for poultry products during this one year and probably more than that amount will be received this year.

When you consider that the money received annually for poultry products is 70 per cent of the amount received for dairy products, you will appreciate the purchasing power of the farm women who spend this vast sum.

There is only one magazine published exclusively for the farm women of America.

THE FARMER'S WIFE

A National Magazine for Farm Women

ST. PAUL, MINNESOTA

760,000 CIRCULATION MONTHLY

Western Representatives
Standard Farm Papers, Inc.
1109 Transportation Bldg.
Chicago, Ill.



Eastern Representatives
Wallace C. Richardson, Inc.
95 Madison Avenue
New York City

Member Audit Bureau of Circulations

When the Dealer Fails to Render an Advertised Service— What Then?

How the Eastman Kodak Company Educates Its Dealers and Sets the
Public on Guard over Them

By Roland Cole

FEW manufacturers have as much at stake as the Eastman Kodak Company—and other makers of amateur cameras as well—after it has helped a dealer through national advertising and in other ways to sell a camera. When the customer fails to get the results from his purchase that he expected and goes back to the dealer with a grievance, legitimate or otherwise—that is the period of danger.

But the problem is not confined to cameras. It presents itself in connection with many products—flashlights, safety razors, mechanical pencils, automobiles, fountain pens, furnaces, piano-players, household appliances and scores of advertised articles.

For example: A friend of the writer recently bought a phonograph of an advertised make. After he had it a while he came to the conclusion that there was something wrong with the reproducing apparatus and reported the matter to his dealer, who sent a young man to look at it. The owner was not at home when the young man called, and the latter had not been told what was wrong—he was supposed to find this out after examining the instrument. He satisfied himself that there was nothing broken or out of order, and left, reporting the call as made and "machine O. K."

Soon after, the man dropped in at the dealer's store. The machine was no better, he told the dealer. Could not the latter send someone to examine it who was competent to tell what was wrong? In a few days the same young man called again, inspected the machine for broken parts, found none, went away, again reported the

phonograph as "O. K.," and that was the end of the matter. As a result, the phonograph went back and both dealer and manufacturer turned a friend into an enemy.

Now, this particular phonograph manufacturer made a particular point in his national advertising of the service rendered by his dealers to purchasers. Moreover, that manufacturer spent a considerable amount of money every year on dealer education. Yet somewhere in the scheme the purchaser got lost in the shuffle when he tried to locate the advertised service.

HERE CARELESS SERVICE MUST BE GUARDED AGAINST

The Eastman Kodak Company is up against this same proposition, only in a more acute form. The buyer of the phonograph, or of the mechanical pencil, generally gets one that is mechanically perfect and perfect it stays. Supplies for the pencil, or records for the phonograph, do not involve a dealer service of the sort that the Kodak dealer must render. The purchaser of a camera requires film, and after the film has been exposed, if he does not want to develop and print his own pictures, and few do, he goes back to the dealer for this service.

Depending, therefore, upon the quality of the service rendered by the dealer in developing and printing pictures, and the advice he is qualified to offer the camera owner to help him get better pictures, the customer becomes a "friend" or he lays his camera away in disgust.

All of which means that the camera manufacturer cannot afford to take many chances with

his "dealer service." In order to protect his investment in national advertising to sell cameras, he must be as sure as he can be that the dealer will do everything that must be done to keep those cameras working.

You buy a camera. In the first white heat of your enthusiasm you use up two or three packages of film. You take them to a dealer to be developed and printed. When you get your pictures you have some good ones, some poor ones and a few blanks. Right here you need a little fatherly advice. Most of your mistakes are due to simple causes. The dealer can help you, if he is onto his job, and send you out with a few more rolls of virgin film and restored ardor. But he must also know how to develop and print properly if you are not to have your interest in your camera destroyed at the outset of your career. Once let a camera owner get the notion that a dealer is ruining his work by poor developing and printing, and nothing short of a miracle can revive his youthful enthusiasm.

Few manufacturers of products with a dealer service attached to them are so situated that they can do what the Kodak company did in its early days—render the service from the factory until the consuming public, which always includes a few dealers in their capacity as consumers, become acquainted with the product and what it will do. That is too slow a process for the national advertiser of today. He wants to get national distribution almost from the start, and he wants to set up a full-fledged service to customers in his dealers' stores at the same time.

An outline of what the Eastman company is doing along the line of educational work for the dealer, which is the result of an experience of many years, therefore should interest many other manufacturers and suggest to them how they can adopt methods that will bring similar results.

Note this significant fact right off the reel: No reference in the current national campaign of the company is made to the develop-

ing and printing service. Question the wisdom of that as you will, you must admit that it is good salesmanship to keep the prospect thinking of one thing at a time. The national advertising is designed to work on you to buy a camera. After you have done that, there will be plenty of time to engage your interest in the rest of the story.

HOLDS INTEREST BY FREE SUBSCRIPTION TO HOUSE MAGAZINE

As soon as you have purchased your camera you learn that the company issues a magazine for amateur photographers called "Kodakery." There is a little "manual of instruction" that goes with every amateur camera and one of the pages of this manual is a subscription blank for "Kodakery." If you fill out this blank and mail it in to the company, you will receive "Kodakery" free for one year. This magazine, issued monthly, is designed to keep up the enthusiasm of the amateur during his first year by suggesting ways to get good pictures.

In "Kodakery" the company prints reproductions of good Kodak work, suggests new ways to make pictures, and constantly puts before the amateur good standards that are designed to keep him trying. This little magazine is one of the chief instruments of the company for setting the public on guard over the dealer. Frequently it uses space to say something like the following:

"In the first number of 'Kodakery' we invited all amateur photographers who wished assistance in their photographic work to send us negatives and prints for criticism.

"What we would like to know is the month, the time of day, the stop used and the exposure given when the negatives were made, and also the name and grade of paper on which the prints were made.

"By examining the negatives we can tell whether exposure and development were correct, and by comparing the prints with the negatives we can tell whether the

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Here's a Farm Market without Farm Distribution

In these days the wise sales manager is seeking to get the most possible sales at the lowest possible cost.

In Ohio, Pennsylvania and Michigan are the usual two markets—city and farm. But unlike most other states, they both are reached through one single channel of distribution—the cities.

There are so many good sized cities scattered throughout these states that the average farm family is within an hour's ride of one. Everywhere you find cities like Easton, Erie, Canton, Marion, Hamilton, Dayton, Kalamazoo, Muskegon and Jackson—cities where most manufacturers already have distribution, and where dealers do a large part of their business with the prosperous farm families from the surrounding territory.

Check up on *distribution* in the cities of Ohio, Pennsylvania and Michigan. If you are established in a fairly good number, then you can build your sales by advertising in the Lawrence Farm Weeklies which reach every week 300,000 farm families in these three states. Unless you are making some effort to sell these families you are not halfway cashing in on your distribution in this territory.

The Lawrence Farm Weeklies

Over 300,000 Every Saturday

Ohio Farmer
Cleveland, O.

Michigan Farmer
Detroit, Mich.

Pennsylvania Farmer
Philadelphia, Pa.

Members of Audit Bureau of Circulations.

Members Standard Farm Paper Association.

Standard Farm Papers, Inc.
Western Representative,
Transportation Bldg.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
Eastern Representative,
95 Madison Ave.,
New York City.

trouble, if any, lies in the printing or in the making of the negatives. Both negatives and prints will be promptly returned."

By this means the company retains a direct contact with the consumer, and carries on a most valuable educational work with him just as though the dealer did not enter into the selling scheme at all. Not only that, but it extends a personal service to the consumer of which he can avail himself should he fail to get the service from the dealer.

That is the consumer side of it. On the dealer side there is a well-developed educational plan involving a far-reaching service policy as broad gauged and far sighted as the company's advertising policy which subordinates product to pastime. To its many provisions for the instruction and inspiration of the amateur in the practice of photography, it adds every assistance to the dealer in making that work satisfactory to the amateur and profitable to himself.

A course of instruction for dealers is provided at the Eastman headquarters in Rochester. This course, which comes under the company's department of education, is open to all dealers and their assistants. No fee of any kind is charged and all materials used are provided at the company's expense. The only expense to the dealer is his railway fare and board while he is in Rochester. A great many dealers prefer the less expensive private boarding houses to the hotels and a list of available places is on file in the Educational Department. The instructors are experts in their line and the course includes instruction in developing roll film and film packs, spotting negatives, making contact prints on the various grades of paper best suited to the negative, spotting prints, making enlargements, re-developing contact prints and enlargements to obtain the brown or sepia tones, etc.

The dealer fills out an application blank for himself or his representative indicating the time most convenient to himself. The application blank provides spaces

for the name and address of the applicant, by whom employed, and the lines of instruction he wishes to take up, such as developing, Velox printing, bromide enlarging, etc. In addition to this he is asked to state his previous experience, the date upon which he wishes to begin and the amount of time he can devote to the course. The firm by which the applicant is employed is required to sign the application form. A full course covers a period of two weeks, although no time limit is set, the inclination and aptitude of the "pupil" determining the length of his probation.

Each student who enrolls receives individual instruction according to his needs, and the course embraces as much instruction as he requires. If he wants some instruction in the retail selling of Kodaks and supplies, he will get that, too.

This Educational Department is maintained entirely for the benefit of Kodak dealers and their representatives and its services do not end with the factory course of instruction. The dealer is encouraged to submit his problems to this department by mail for expert solution, and his prints and work for expert criticism and advice. As a result, close co-operation is more or less maintained between the thousands of finishers throughout the country and the company.

The object of this is, of course, the attainment of uniformity of effort and achievement and the constant dissemination of new ideas and new information as they arise. This is the ideal, but like most ideals it is modified in practice by the personal factor. The good finishers—finishers who strive for the highest standards in their work and obtain best results—will invariably be found among those who avail themselves of the services provided. The public, too, soon finds these out, just as it finds out a good eating place, a good modiste, or a good shirtmaker. Such finishers, of course, prosper in proportion. Some of them have a chain of a hundred or more agencies which they serve. They have studied the

How to Advertise Efficiently and Economically in Minneapolis

Use The Tribune's class and mass circulation,
118,675 daily, 147,470 Sunday.

The Tribune has 74,465 net paid circulation
daily in Minneapolis.

There are 72,000 English reading homes in
Minneapolis.

You get the ONLY morning paper reaching
all the better homes.

You get the popular evening paper, reaching
the great middle classes.

You get The Sunday Tribune with 39,000
more net paid than any other Minneapolis
Sunday newspaper.

You get BOTH The Morning Tribune and
The Evening Tribune for one charge—22 cents
a line.

You get The Sunday Tribune for the same
low cost.

You get a total daily net paid city and country
circulation of 118,675—a total Sunday of 147,470.

The Tribune gives you complete coverage
—class and mass—daily and Sunday on a most
efficient and economical basis of cost. Our spe-
cial representative will be glad to give you com-
plete information. Write for our data book.

Use The Tribune

JOHN B. WOODWARD
Times Building
New York City

GUY S. OSBORN, Inc.
Tribune Building
Chicago

Getting Genuine

Abe Martin Says



TH' BEASLEY FAMILY REUNION wuz well' attended. Ever'buddy got th' right Ford back, an' it wuz a success generally.

TH' FELLER that knows jest exactly how t' farm is allus on th' lecture platform.

SPENCER, IND.
FarmLife

e Farmer Interest

IT is the human interest a farm paper contains that gives the farm reader real pleasure—that makes him prefer one paper to another.

Farm Life has always been rich in the racy humor that the farmer likes—and in common sense philosophy framed in the phrases of the crossroads grocery store.

There's Kin Hubbard's character, Abe Martin. He is only one of several Farm Life features that really delight the farm reader—giving him a pleasure that the city man can seldom understand.

Like other good farm papers, Farm Life carries much competent discussion of the farmers' business problems. But it is the humanly interesting material that draws farmers back eagerly month after month, that creates a reader interest which easily crosses the column rule into the advertising space, and makes Farm Life exceptionally valuable as an advertising medium.

FARM LIFE PUBLISHING COMPANY

Advertising Representatives

THE JAMES M. RIDDLE COMPANY

New York

Chicago
San Francisco

St. Louis
Atlanta

Detroit
Cleveland

Kansas City

SPENCER, IND.
FarmLife

finishing game in all its fine points and customers who leave their film with them, leave it in full confidence that all that is in the exposure will be brought out.

Another feature of the Eastman Educational Service is the demonstrator. The demonstrator is in reality an itinerant instructor whose job it is to visit the dealer periodically and place his expert knowledge at the dealer's entire disposal. He goes with the dealer and his assistants into the developing and finishing room; offers friendly suggestions on methods, equipment and work; criticizes constructively where criticism may be needed and helps generally to solve finishing and other problems that have arisen.

Through personal contact and the example of personal interest which he supplies, he impresses on the dealer and his sales force the readiness of the company to undertake their problems and assist them in making good pictures.

How is this service brought to the attention of the dealer? Principally through the company's dealer publications and house magazines. One of the most important of these publications is a booklet of forty-eight pages, entitled "Developing and Printing for the Amateur." This booklet, according to its subtitle, is "an illustrated description of our methods, published for the benefit of those who conduct departments for the finishing of amateur work," and is sent to dealers and "finishing houses" who serve drug stores, opticians, jewelers and others who handle amateur photographic supplies. It is an exhaustive manual of instruction in amateur finishing. This booklet shows that back of the "Educational Department" is a "Service Department" of large resources. It will certainly interest other manufacturers to read the company's own description of its "Service Department" and to note the lengths to which Eastman has gone to make sure that the owner of a Kodak is not left to himself desolate:

"It is of the utmost importance, not only to us, but to every dealer

handling our products, who does finishing, that the amateur obtains the best possible results from every roll of film he exposes. Our Finishing Department is as nearly perfect as money and experience can make it, it has proved valuable to us in demonstrating and meeting the amateur's needs, and we trust that in the following pages you will find suggestions of value to you. Further, we wish you could come here and see personally just how we do things. Many of our dealers or their representatives have done so and for them we have provided the Educational branch of our Service Department.

"This Department is convenient to the Finishing Department, and contains, on a smaller scale, all the equipment used by us in our work. The Educational Department is in charge of competent instructors, and is at your service and for our mutual benefit. We make no charge for instruction or material, and place no limit upon the time the student may employ in studying our methods.

"The instruction is entirely practical and will enable the student, after finishing the course, to return home competent to produce work of a superior quality.

"The Educational branch of the Service Department is open to any of our customers who are conducting a developing and printing department for the amateur, and to any person in their employ whom they may desire to send on for instruction. Application blanks will be forwarded upon request.

"The developing, printing and enlarging departments are also a part of our Service Department. Besides the experience we have gained through conducting these departments, we have at call the resources of the Eastman Research Laboratory and a corps of experts in nearly every branch of photography.

"Write to the Service Department for any help that you may need. Send us sample negatives and sample prints from time to time for criticism or suggestions. That is what the Service Department is for."



In the Footsteps
of Franklin.



This organization walks in the footsteps of Franklin, addressing its efforts to thoroughness, good-craftsmanship and the precision he would have used in color-printing—had the art been known in his day. In the invention of facility, in understanding and in accomplishment, his zeal is in our every working hour and in every effort.

This is Color-Printing Headquarters, where are produced fine labels, folding boxes, wrappers and packages for every sort of manufactured goods. In design, finish and agreeable color effect, our customers say they are remarkable. In selling value and sprightliness, they are fine in quality and surely far removed from the ordinary.



We create most effective selling helps for advertisers in window-trims, color cutouts and store hangers and posters — vital, decided and true to life. Catalog and magazine covers, and inserts showing illustrations of all kinds of products are a pronounced specialty with us. Fabrics are so faithfully duplicated that the prints equal the original weave.

All work receives the same care and attention here. The size of the order does not control zeal or interest. We invite large or small runs. We make calendars that are known for true merit because in subject, execution and appropriateness, the effort is to make them final. The place that has come to us with the years prompts due pride.

Our trade-mark bureau, without charge, creates trade-names and devises trade-marks, searches titles to existing ones. In this department are filed 730,000 such devices, registered and unregistered. So at a great saving of money and time, and probably avoiding costly litigation, by comparison, we quickly establish whether or not a design is entitled to registration.

The United States Printing
and Lithograph Company
Cincinnati, Baltimore, Brooklyn

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Is Old Man "Reason Why" Dead?

Long Live Mistress Emotion! The Copy Writers' New Sovereign

By James Wallen

ADVERTISING is the literature of persuasion. It is the voice of the factory and the studio, calling to the home. Ninety per cent of all advertising is addressed to woman, and the balance in some way concerns her welfare. In advertising, the desire of industry to serve woman-kind becomes vocal. This has always been so—it always shall be.

In the early seventies Susan B. Anthony and Elizabeth Cady Stanton made a railroad journey through Ohio on their way to Illinois. There being no sleeping accommodations on their particular train, the two pioneer suffragists sat through the night gazing into the darkness. Mrs. Stanton had noted the number of homes in which lights were shining. "Can it be," said she to Miss Anthony, "that there is sickness in all of those isolated homes?"

Miss Anthony determined to know the reason for the burning of the midnight oil. The conductor on the train was well acquainted with the folk along the line of his route. He said, "It is the early fall and the women are preparing for winter. They have no leisure nor opportunity to sew in the daytime. After the babies are tucked in bed, they start to work—patiently stitching every garment by hand."

Miss Anthony resolved that information about sewing machines was just as valuable as suffragist propaganda, so she induced manufacturers to print handbills with suffrage publicity on one side and sewing-machine advertisements on the other. With Mrs. Stanton, Miss Anthony induced the fathers of the Western Reserve to part with some of their cash to lessen woman's burden.

These two advertising campaigns waged jointly for suffrage and the sewing machine were successful. Woman has the vote, she has had millions of sewing machines, and now the garment trade has graciously released her from the operation of them. And it is no reflection on her skill, but a tribute to her powers of appreciation that I was enabled to write for the periodical published by Garment Center Capitol an article, entitled:

"Dressing the American Woman—A Fine Art:

"If you sincerely want to know how faithfully the garment maker has served the women of this country you have but to read the impressions of distinguished foreigners who visit our shores.

"Sir Philip Gibbs remarked that 'American women are keeping themselves as beautiful as God made them.' He might have added that the costumers had aided and abetted them in this lovely duty.

"W. L. George, the English novelist, observed that 'not every young American woman is pretty, but she nearly always know how to seem so.' Dress has much to do with the magic allure of the American girl. Mr. George affirms that the American woman outclasses the English woman and is very near to the French woman in her manner of dress.

"Arnold Bennett paid the women of America a resounding compliment when he said in connection with Fifth Avenue, 'They know a little better how to do justice to a fine thoroughfare than the women of any other capital in my acquaintance.' Mr. Bennett records a conversation with an old white-haired gentleman on the Avenue. The English author said to his casual acquaintance, 'There are fine women on Fifth Avenue.' The old man

From an address before the Sphinx Club at the Waldorf-Astoria, New York.

with deep conviction replied, "There are!"

"Perhaps the capsheaf of all British compliments to the American woman comes from Mrs. Alec-Tweedie, who wrote, 'Our American sisters are delightful. They take so much pains to be nice to one another and wear their smartest clothes at woman's functions.' This observation of Mrs. Alec-Tweedie gives an eloquent hint of the American woman's philosophy of dress. She does not dress for men alone, but for other women and for herself. Good grooming and dressing with our women is a matter of personal pride and pleasure. They make of dressing an art to be practised for itself. The old phrase 'art for art's sake' is respected in the boudoirs of our beautiful country."

You see, I do not agree with Cosmo Hamilton, who affirms in "The Silver Fox" that Darwin's theory keeps the shops open.

In the advertising of Garment Center Capitol, that magnificent pile of buildings which gleams down upon you like towers of ivory in the morning sunlight on Seventh Avenue, I have taken for my text a gorgeous passage in a setting of pearl-like words from Paul Adam.

"Garment Center Capitol—The Great Guild House Dedicated to the Costuming of the American Woman."

"It was Paul Adam who so eloquently said, 'Fashion is the art of bringing before the mind's eye, on the body of a graceful woman, all the wealth of our planet—the precious stones of its mines, the wool of its flocks, the skins of its wild beasts, its silks, flax and cotton, the plumage of its birds and the pearls from its seas. A beautifully dressed woman is therefore an epitome of the earth.'"

"Garment Center Capitol, the manufacturing and business home of threescore makers of women's wear, is the greatest evidence of the importance of the garment trades in the history of the world.

"But what is of more significance, the tenants of Garment Center Capitol will adhere to a

code of practice which places the welfare of the merchant and his patron above all personal consideration.

"The architectural glories of Garment Center Capitol; its palatial facilities for education, entertainment and recreation, and its economies of manufacturing and distribution will directly and by example so influence the needle trades as to benefit every woman in our land."

This decorative aspect of woman permeates modern literary expression. It influenced Maurice Maeterlinck in the composition of his essay on the chrysanthemum. In this richly hued paragraph he makes the blooming of the chrysanthemum coincide with the tide of fashion!

"They are, indeed, the most universal, the most diverse of flowers; but their diversity and surprises are, so to speak, concerted, like those of fashion, in I know not what arbitrary Edens. At the same moment, even as with silks, laces, jewels and curls, a mysterious voice gives the password in time and space; and docile as the most beautiful women, simultaneously, in every country, in every latitude, the flowers obey the sacred decree."

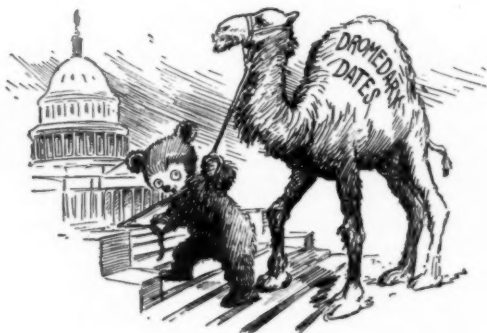
Even in merchandising such a staple commodity as tea, we utilize woman's pictorial value. William Henry Rogers, a brilliant advertising writer, said not so long ago:

"In selling tea we are not concerned with ugly, shriveled leaves which color hot water a yellowish brown, but with a cozy fire, the silver tea set, the memory of a lovely woman, a thousand rich and beautiful experiences, and haunting pictures of Japanese hillsides and sunshine."

We have dethroned Old Man "Reason Why," and in his stead have crowned Mistress Emotion.

Milwaukee Agency Obtains New Account

The Voss Brothers Manufacturing Company, Davenport, Ia., maker of washing machines, has placed its account with the Cramer-Krasselt Company, Milwaukee.



Washington Star Publicity Has Tied Dromedary Dates and Cocoanut to the Na- tional Capital Firm and Fast

Mr. R. Spencer Palmer, in charge of these products in this territory, reports their distribution as 65% before the advertising campaign started—and as 95% **AS THE RESULT OF IT.**

With the right product, **ALL** you need in Washington is The Star.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

New York Office
Dan A. Carroll
150 Nassau Street

Chicago Office
J. E. Lutz
First Nat. Bank Building

Why Many Charging-for-Service Plans Failed

Keen Competition Has Made It Difficult to Make Extra Charges for Service

THE CRANE & BREED MFG. CO.
CINCINNATI, O., Nov. 4, 1921.

Editor of PRINTERS' INK:

Not so many years ago you published an article about the innovation in the methods of charge there was being inaugurated by a restaurant in New York, whose name I think was Fischer.

The novelty of the method was in charging each customer for the overhead expenses, no matter whether the customer ordered one article of food or many. The charge for the food itself was very reasonable.

I would be interested to know the result of this experiment.

THE CRANE & BREED MFG. CO.,

A. A. BREED,
President.

THE plan which Fischer, the New York restaurant man, tried in the early part of 1919 of charging separately for service and for food was discontinued after being used for a few months. Readers of PRINTERS' INK may remember that Mr. Fischer made a fixed charge of thirty-two cents for all patrons who entered his restaurant regardless of how much or how little they might eat. This thirty-two cents covered the cost of service, overhead and all fixed expenses. In a sense, it was a sort of admission charge. Once a patron paid the thirty-two cents he was given whatever food he may have eaten at actual cost.

When the plan was put in operation the patronage of the restaurant dropped off noticeably. Later on, however, people began to appreciate the fairness of the plan and started in to give the place their patronage once more. Nevertheless, the fixed charge idea raised a lot of opposition, especially from people who were in the habit of eating lightly. For this reason it was given up. We have always thought, however, that the plan was abandoned without having been given a sufficient trial.

A similar fate has befallen most of those other schemes that were

concocted during the war period of placing the cost of service on the shoulders of only those who actually used it. It will be recalled that many grocers, for example, tried what was known as the "three-way" plan. The lowest possible price was placed on the goods. This price held for those who bought the goods, paid cash for them and carried them home themselves. People who wished to have the purchase delivered had to pay a fixed charge of ten cents, or some other sum. Those who wished credit were obliged to pay extra for the accommodation. Here and there these plans are still operating, but most of them have been scrapped. During the war, when merchandise was scarce and when people were glad to be able to buy things under any condition that was exacted, these schemes of charging for service worked out very well, but as soon as competitive conditions were restored, it became difficult to get people to pay for service. There are always many business men so anxious for the business that they are willing to throw service in with the regular price. Theoretically, however, the idea is sound, and sooner or later the high cost of distribution may force the business world to put some such plan into operation despite the opposition it may incite.—[Ed. PRINTERS' INK.]

Copy Sells Sleep and Comfort

In full length, double column copy the Hess Manufacturing Company, Philadelphia, is advertising its "Never-Stretch" Mattress in the newspapers, giving a complete list of dealers throughout the city. The theme of the copy is sleep and rest, emphasis being placed at every turn on the comfort there is in a "Never-Stretch" mattress. A pamphlet, the "Lullaby Book" is also featured, stating it can be had for the asking from any dealer in "Never-Stretch" mattresses.

"FIRST in Everything"

FIRST in Daily Circulation

FIRST in Sunday Circulation

FIRST in Total Paid Advertising

FIRST in National Advertising

During the first ten months of 1921 *The Cleveland Plain Dealer* carried

2,524,844 Lines

IN FOREIGN ADVERTISING

This is 1,088,108 lines MORE than Cleveland's second newspaper, and 1,397,382 lines MORE than Cleveland's third newspaper.

These figures show that *The Cleveland Plain Dealer* carried practically as much lineage as the other two Cleveland papers COMBINED.

To be exact—49.6% of the Foreign advertising lineage placed in Cleveland newspapers during the first ten months of 1921 was carried by the *Cleveland Plain Dealer*.

Not one day, nor one week, but EVERY day, EVERY week, *The Plain Dealer* covers Northern Ohio thoroughly, giving its advertisers what they demand—RESULTS!

The figures for the first ten months PROVE it!

The Plain Dealer

First Newspaper of Cleveland, Fifth City

JOHN B. WOODWARD

810 Times Building
New York

811 Security Building
Chicago



"Philadelphia business men ought to be the best in the world,"—

said a foreign visitor,

"for every day the Public Ledger lays on their desks the vital news of commerce, finance and agriculture from every important market. I don't see how any ambitious firm can get along without it."

PUBLIC

The circulation of the Public Ledger, morning and evening, is more than 240,000

EVERY day there appears, as a separate and distinct part of the Public Ledger, a Business and Financial Section—the first of its kind in the United States. Besides the day-to-day despatches from every quarter of the world, this section of the Public Ledger contains the following:

Daily, Weekly or Semi-Weekly Services

"MEN AND BUSINESS"—A daily letter by Richard Spillane, foremost business analyst of today.

From LONDON—A daily despatch from the London financial markets.

CHICAGO—A daily despatch about business in the Middle West, by C. B. Evans, editor of the Economist.

NEW YORK—"Monitor's" daily market letter and Wall Street Gossip.

WASHINGTON—Despatches and Government activities affecting business.

NEW ENGLAND—News of the wool, textile and shoe markets.

HAWAII—Sugar and shipping news (monthly or semi-monthly).

THE NORTHWEST—News of lumber and shipping.

THE GRAIN BELT—News of agriculture, business and finance.

TEXAS—News of cotton, grain and business.

THE SOUTHEAST—News of Southeastern cotton and industrial conditions.

THE OHIO VALLEY—Crop and industrial news.

THE GREAT LAKES—Transportation and industrial news.

EASTERN PENNSYLVANIA—Textile news.

These despatches and letters are so authoritative that many newspapers in other cities publish them regularly by arrangement with the Ledger Syndicate.

LEDGER

PHILADELPHIA



**Every Whitaker Warehouse
is an "Eagle-A"
Service House**

IT is no longer necessary for the printer to "shop around" to find the particular Eagle-A Standard Paper he wants for a particular job. Every Whitaker warehouse carries a complete stock of all Eagle-A Standard Lines and every Whitaker office is a sales office for all the twenty-six mills of the American Writing Paper Co.

Industrial and financial institutions desiring standardized business stationery distinctively marked, by shadow-craft process with their own trademarks, with pictures of their buildings or with advertising slogans, can secure full information by application to the nearest Whitaker Division.



THE WHITAKER PAPER COMPANY

Home Office: CINCINNATI, OHIO

DIVISIONS—Atlanta, Baltimore, Boston, Chicago, Dayton, Denver, Detroit, Indianapolis, New York City, Pittsburgh, St. Paul.

BRANCH HOUSES—Columbus, Richmond.

SALES OFFICES—Birmingham, Buffalo, Charleston, Chattanooga, Cleveland, Colorado Springs, Grand Rapids, Kalamazoo, Knoxville, Lexington, Louisville, Milwaukee, Minneapolis, New Haven, Philadelphia, Portland, Providence, Springfield, St. Louis, Syracuse, Toledo, Washington, Worcester.

A Dry Goods Jobber's Experiences in Building Trade in Mexico

The First of Two Articles Relating Actual Experiences of a Prominent Wholesaler

By J. R. Sprague

THE American who thinks about export business usually visualizes strange procedure and methods. He assumes that extraordinary things have to be done when selling goods to merchants in a foreign country. Recently I got at first hand the story of what one American firm has accomplished in a foreign field by employing only plain, common-sense methods.

This firm is an old-established jobbing concern doing business in a Western State, dealing in dry goods and kindred lines. Five years ago the firm did no business in old Mexico. This year its Mexican shipments will amount in round figures to two million dollars. The methods it has used in developing this business are merely those that might be employed in any territory, either domestic or foreign.

The first ventures of this jobbing concern—Jones and Co.—in the Mexican field began back in 1917. About that time a few Mexican buyers began coming across the Rio Grande looking for American lines; their stocks of European merchandise were becoming depleted and it was getting more difficult all the time to replace the European made goods. Mostly these Mexican buyers were headed for the Chicago and St. Louis markets but a few stopped off to look around in the city in which Jones and Co. are located, and some of them made purchases. This was practically all cash business; the Mexicans understood that their credit was not established in the United States and did not try to use it. During 1917 Jones and Co. got something over \$300,000 of this cash business.

These sales kept on increasing and when, in the latter part of

1918 it became apparent that the war was approaching its end, the jobbing company decided that something ought to be done to hold its Mexican business against the European competition which would be sure to follow the peace signature. The proper thing, it seemed, was to establish a selling agency in Mexico City.

This was done late in the fall of 1918. A young American-born Mexican who had had considerable selling experience was put in charge of the new office with a couple of traveling men under him. Shipments were to be made direct from the United States, but credits and adjustments handled in the Mexico City branch. This arrangement proved a failure. In 1919 Jones and Co. closed their Mexico City office and pocketed a net loss of more than \$10,000 on the venture.

In talking with Mr. Jones I found him very frank and good natured on the subject of the firm's unprofitable enterprise.

"It was our own fault," he told me. "We went down there without adequate preparation and got just what might have been expected."

POOR CREDIT INFORMATION THE STUMBLING BLOCK

He went on to explain in detail. "The main trouble was the lack of sufficient credit information. There are no Mexican credit agencies, and of the two big American agencies, one of them maintains four branches in the entire Republic and the other but a single one.

"One of our men traveling out of the Mexico office would go to a town and secure a few orders. These orders would first be sent to the Mexico branch and then relayed to our home office in the

United States. Before we shipped the goods we would have to find out something about the responsibility of the purchaser and this was a hard job. Seldom was our Mexico manager able to give us satisfactory data. In the first place, the credit agency information was liable to be rather old, and in the second place, it took considerable time to get it. The result was, that we had to be very slow in shipping out orders. The merchants who had ordered goods got impatient and in some cases resentful. The Latin mind is extremely sensitive in any matter relating to his honor; and once a business man suspected that we were holding up his shipment in order to investigate his responsibility, all chances of future orders from him were gone forever. We were spending a lot of money in trying to develop our Mexican business and getting nowhere. We had to quit, or else change our methods very radically."

The method that Jones and Co. finally decided to adopt was indeed radical, and one that at first thought would seem too expensive a job for the possible results. The firm proposed to gather its own credit information and make sure of all facts there-to before trying to get any more Mexican business. The popular idea of such a plan was pretty well summed up by the remark of a local financier to whom Mr. Jones outlined the plan which his firm had in mind.

"So you propose to go into Mexico and collect your own information as to credits?" this financier remarked. "It's a fine scheme; a splendid one, in fact, if you can get some concern like the Bank of England or one of the Federal Reserve Banks to finance you while you are waiting for results."

In spite of this pessimistic opinion Jones and Co. went ahead with their plans for a systematic invasion of Mexico. The Mexico City office had been abandoned but a new base of operations was established in Monterey, which is in the northern end of the Republic, and it was from this

strategic point that the new campaign was launched.

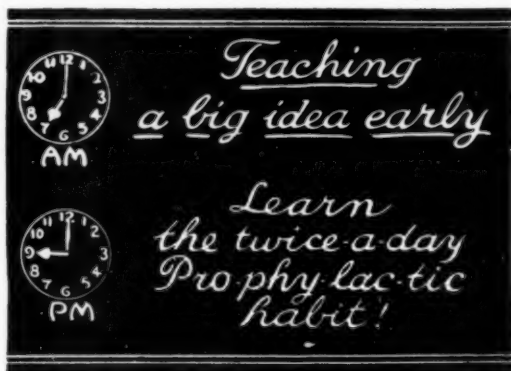
The plans comprehended a personal visit by Mr. Jones to each town in which it was proposed to do business, so that he might look over the merchants in their own stores and see for himself just how the men whom he expected to sell conducted their affairs.

Accordingly Mr. Jones, accompanied by the man selected from the home organization to be Mexican manager, made the first trip into the Republic for the initial survey. The work was comparatively simple. Working out from Monterey, the two men would get into a town with a tentative list of the merchants whom it was thought might become customers, and spend several hours merely visiting around. No attempt would be made to sell goods. They merely introduced themselves as representatives of Jones and Co., American wholesalers, and stated that their firm intended coming into the territory; that their visit was only preliminary and with a view of becoming better acquainted as to the needs of the merchants.

POINTS CONSIDERED IN RATING A PROSPECTIVE CUSTOMER

After the visiting was finished Mr. Jones went to his hotel and jotted down his impressions as to the amount of credit that he judged each of the merchants called on was entitled to. It must be remembered that he had made no attempt to get advance information on any of the business men, and this was done advisedly. He did not want figures on any merchant's responsibilities which might influence the opinion he had formed through personal, first hand interviews. In arriving at his conclusions he considered first, the merchant's personality; second, the orderliness and system displayed by the merchant in his place of business; third, the amount of stock carried, and fourth, the favorableness or otherwise of the merchant's location.

After writing down these tentative credit figures, the next step



*Teaching
a big idea early*

*Learn
the twice-a-day
Pro-phy-lac-tic
habit!*

Train Teachers to Sell *Your* Goods!

Have you ever inquired into the habits of a grammar school youngster? They don't use just any old tooth brush, dental cream or soap. On the contrary, they have known Pro-phy-lac-tic tooth brushes, and Colgate's Ribbon Dental Cream for years. They can tell you that Palmolive soap is blended from the palm and olive oils used in ancient Egypt 3000 years ago and they march in line to the strains of a Columbia Graphophone or a Victrola.

NORMAL INSTRUCTOR—PRIMARY PLANS

opens up a new Avenue of Approach to the 6,000,000 young minds taught by its 150,000 Teacher Subscribers.

You can make each teacher a salesman for your product. Colgate, Palmolive, International Harvester Co., Armour & Co., and others have found that teachers *will* distribute samples and booklets to their pupils. The Educator Shoe, Shredded Wheat and Pro-phy-lac-tic people have learned that teachers *do* use charts and exhibits in classroom work and *do* give lectures and chalk-talks on subjects that are of Educational and Hygienic value.

Let us show you how you can reach this great market.

F. A. OWEN PUBLISHING COMPANY
DANVILLE, NEW YORK

Chicago Office
708-710 Republic Bldg.
C. E. Gardner
Advertising Manager

New York Office
110 West 34th Street
George V. Ramage
Eastern Representative

was to consult with some local banker. This interview was always provided for in advance through letters of introduction furnished by Jones and Co.'s home bankers. In conference, then, with the local financier Mr. Jones went over his credit guesses to see how they measured up to the facts. At this point I will quote Mr. Jones' exact words:

"Almost invariably," he told me, "the guesses I make about the various business men I have talked with tally up surprisingly close to the information which the local banker gives me. And, after all, why shouldn't they? Throughout all my experience in handling credits I have always stressed the personal note. I may have voluminous figures regarding a man's financial situation, but I always feel better about his account when I know him personally. This doesn't imply any extraordinary ability or discernment on my part. You yourself, or any other person of average judgment, can talk with a man twenty minutes and have a pretty good idea at the end of that time whether or not you would feel like trusting him. Four times out of five the opinion you formed in your first interview would be borne out by subsequent events."

But Mr. Jones does not altogether rely on his first impressions, even after he has checked up on them in conference with the local banker. He has arrangements with one of the American credit agencies operating in Mexico by which one of its investigators covers each town after his preliminary visit, and gets a financial statement from each merchant who is likely to become a customer of Jones and Co. The firm has, then, a triple check; first, Mr. Jones' opinion; second, the local Mexican bankers' advice; and, third, the report of the American credit agency.

At first thought all these processes would seem to imply an excessive amount of labor and expense, for it must be remembered that there is no guarantee that Jones and Co. will be able to do any business in a town

after this preparatory work has been accomplished. But it is really not so expensive as it would appear. Mr. Jones and his assistant can cover a town a day on their trips. The credit agency operative can do his work in a couple of days. I was permitted to see the credit sheet which bore the data on a certain city of 30,000 population, situated in the southern part of the Republic, several hundred miles below Mexico City. On the sheet were the names and credit ratings of twelve firms. I made a guess that it had cost \$200 to collect the information. After a little figuring Mr. Jones said I had guessed just a few dollars too much.

The credit sheet itself was a very interesting document. There were three firms that were listed as good for amounts ranging from \$5,000 to \$20,000 each, and were to be sold on an open account basis. One other concern was down for a credit of \$10,000, but to be sold only on the basis of a signed trade acceptance. Others were set down for smaller accounts, and two names were C.O.D. propositions.

SELLING ON OPEN ACCOUNT IS
HIGHLY COMPLIMENTARY

The fact that some firms could be sold on open account while others just as well rated financially would have to sign trade acceptances, brought out an interesting fact. An American house is paying a Mexican merchant the highest kind of a compliment when it sells him goods on open account. Under the Mexican law no document in a foreign language is admissible as court evidence. As it is manifestly impracticable for an American firm to keep its books entirely in Spanish, it could not sue for a bill that had been sold on open account. It is simply up to the merchant's honesty.

Even after a town has been checked up, Jones and Co. do not send their salesman to call on the merchants immediately. First, they write a letter in politely worded Spanish to each of the

At No Extra Cost

IT will add nothing to the printing and binding expense of your folders, circulars, broadsides, and similar direct advertising matter if you specify that they be folded on Cleveland Folding Machines. But it *will* add immeasurably to their appearance and effectiveness!

Poor folding will rob the most careful printing of its charm. Clevelands, the folding equipment of better printers and binders, assure perfect folding on all standard forms and on the 156 forms which only a Cleveland can fold.

Our message to you is simply this: A printer or binder who uses Clevelands will not only give you better folding, but can offer you a variety of forms that can be made on no other folding machine. You will find it worth while to make sure your work is folded on Clevelands. And there's no extra cost!



THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY, CLEVELAND



Honey sales and eating habits

TOO often honey is considered a seasonal semi-luxury. On the contrary, honey lends not only a delicious twang to any meal at any time, but is a valuable food as well.

Airline Honey advertising has helped change the eating habits of New Yorkers. In this market of 2,000,000 families, *Airline* copy told housewives how to use honey in new ways.

The NEW YORK EVENING JOURNAL was used exclusively. Its million daily readers gave A. I. Root Company a vast market in one paper alone.

To supplement the selling power of this great circulation, the Merchandising Service Department of the EVENING JOURNAL called on nearly 1,000 dealers, placing *Airline* posters and counter cards. All during the Spring and Summer campaign, every issue of *Grocery Trade News* brought *Airline Honey* again to the attention of the 18,000 grocers who read this departmental trade paper regularly.

This combination of dealer stimulation and tremendous consumer coverage materially helped in a remarkable jump in sales volume.

Airline Honey is a D'Arcy account

LARGEST DAILY CIRCULATION IN AMERICA—AND AT 3c A COPY

THE NEW YORK

(Member Audit Bureau)

A. I. ROOT
A. I. ROOT
A. I. ROOT
A. I. ROOT
A. I. ROOT

PROSPECT
NOT PRESENT
REQUIRE
REQUIRE

RECEIVED 1921

THE A. I. ROOT COMPANY

Airline  Products

MEDINA, OHIO

RECEIVED 1921
RECEIVED 1921
RECEIVED 1921
RECEIVED 1921
RECEIVED 1921

June 24, 1921.

New York Evening Journal,
2 Columbus Circle,
New York City.

Gentlemen:—

The compilation of the calls made by your salesmen on Airline Honey has just come to my desk, but I have not had an opportunity to go over this carefully yet, but it is most interesting information and fully appreciated.

We have had numerous requests for copies of your monthly, the Trade News — the retail merchant's paper — for June, in connection with the article on page eight dealing with The A. I. Root Company and Airline Honey. We have also had requests for the article in the May issue entitled, "Root, the Bee Man, and His Wonderful Industry."

The interest you take in Airline Honey is simply amazing and it makes the co-operation we have given you so far seem small, but it also makes me believe that together honey, and particularly Airline Honey, will find a place on the New York market such as it deserves. We are right with you to give every co-operation possible.

Yours very truly

THE A. I. ROOT COMPANY,

J. A. Root
Sales Manager

Write on your letterhead, and we shall be glad to send you free a copy of
"WHAT ELEVEN MANUFACTURERS DID IN NEW YORK."

FAR OVER DOUBLE ANY NEW YORK EVENING PAPER
EVENING JOURNAL
(of Circulations)

merchants, thanking them for their courtesies extended to the Jones and Co. representatives, and add that Jones and Co. hope they may be able to show their appreciation by extending similar courtesies. This letter goes forward a couple of weeks after Mr. Jones and his assistant have paid their visit. A fortnight later another letter is sent out, also in very correct Spanish, describing briefly the lines handled by Jones and Co., announcing that the firm's salesman will call shortly and expressing the hope that the merchant may find it to his advantage to place an order.

These preliminaries having been attended to, the stage is all set for business. A couple of weeks after the last letter has been sent out the Jones and Co. salesman is in the town with his sample trunks. It is not hard to realize the advantages the salesman has. The merchants have been visited by an official of the far-away corporation who made a special trip to their town to become personally acquainted with them. They have received a letter thanking them for their courtesies toward this official. They have received another letter assuring them that their business will be much appreciated. Most advantageous of all, however, from the salesman's standpoint, is the positive, direct manner in which he can go into a merchant's place of business and make his sales talk. I do not know just how it would go in Spanish, but in traveling-man-English it would be something like this:

"Senor Hernandez: I am the salesman for Jones and Co. The firm wrote you that I would be here, and here I am. Our general manager, Mr. A. Jones, met you about a month ago and from his personal observation of your methods is very anxious to have you as a customer. We have lines that he is sure you can use to your advantage."

So far the sales talk is good, but the best is yet to come. The Jones and Co. representative goes on confidently, impressively:

"Senor Hernandez: I am going

to visit your city regularly. To show how much we want your business, my house has instructed me to sell you \$5,000 worth of merchandise if possible. Our regular terms are ninety days. Your credit is good with us. There will be no quibbling; your order will be shipped within three days after it is received in the home office. My samples are now on display at the hotel. May I have the honor of showing them to you, and perhaps you would also take lunch with me at the same time?"

It does not require any great penetration to see what a tremendous advantage a salesman has who is able to approach customers in such a manner. The results speak for themselves. As an example, the town of 30,000 population which I mentioned yielded \$10,000 worth of business on the initial selling trip.

Nor was the original outlay of \$200, the amount spent in securing the credit information, overly long in bringing results. Mr. Jones and his assistant were in the town on the first of March. The salesman paid his visit and took his orders during the first week of April. The merchants received their goods early in May. Some of them discounted and some took their ninety days; but by the middle of August Jones and Co. had received all the money due on the initial orders taken in the town.

Locomobile Advertises Guarantees on Many Parts

As a means to focusing attention on the strength and durability of its product The Locomobile Company, Bridgeport, Conn., has announced in a campaign of advertising specific time and distance guarantees on various Locomobile parts. The guarantees advertised cover approximately thirty parts and range in character from a time guarantee of one year on the piston and rings to distance guarantees of 25,000 miles covering the magneto.

H. T. Breeding with Biddle Agency

H. T. Breeding, recently with N. W. Ayer & Son, has joined The Biddle Agency, Philadelphia, as general manager.



*"Not how much—
but how well"*

THE policy on which this agency was founded—namely that of serving only a few accounts in order to serve them better—has proved so satisfactory that neither our clients nor ourselves would willingly see it changed.

Necessarily, then, even the few new accounts that the future may bring us can be added *only* after the basic problems of old clients have been mastered.

It has been more than a year since our latest client came to us; it may be longer before our next connection is made. But we are ready now to apply what we believe to be some unique advantages in agency service to the handling of a new problem.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

Our present clients are:

LIGGETT & MYERS TOBACCO CO.
(*Fatima, Chesterfield and Piedmont Cigarettes*)

JOHNS-MANVILLE, INCORPORATED
WESTERN ELECTRIC CO.

The Making Of An Order

PLACE — *One of America's 9000 textile mills*
TIME — *Present*

Superintendent, General Manager,
President and Treasurer discussing
the direct application of an idea, machine
or service first brought to their attention
through the paper of their industry—
TEXTILE WORLD.

NOTE:— If you, too, have a message regard-
ing your product to tell these men, you need
TEXTILE WORLD.

BRAGDON, LORD & NAGLE CO., PUBLISHERS
334 FOURTH AVENUE, NEW YORK



Textile



Not only lower rates, but

- a finer
publication!

for instance:

Life's new Cover Stock

Increased from 80 to 120 pound stock.
Insures the finest possible printing
for 4-color work—a still better ve-
hicle for presenting the advertiser's
message to Life's Mass of Class.

Geo. Bee. Are., Life's Adv. Mgr., New York
B. F. PROVANDIE, Western Manager
1537 Marquette Bldg., Chicago

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Market Man Advertises Himself into Mayor's Chair

Potatoes and Politics Mingled in Youngstown Campaign

WHEN the people of Youngstown, O., awoke on November 9 they found that George L. Oles had advertised himself into the mayor's chair. In their morning papers there only the official announcement of returns, but there was also an advertisement of the Fulton Fruit and Meat Market, of which Mr. Oles is proprietor.

At the head of this advertisement was the following note:

THANKS THANKS THANKS

There is nothing much that I can say to you today. Only that I appreciate the support the public gave me in electing me mayor of this great city and that I hope to be able to fulfil my promises and I feel sure that anyone who voted for me will not be disappointed. Thanking you for your support and your patronage to my market, I remain,

Yours very truly,
GEORGE L. OLES.

Below this were the captions, "Winter Potatoes, \$3.75 a Bag," and "Oysters, Oysters," followed by eleven inches of market advertising, three columns wide.

This advertisement was characteristic of the new mayor's whole campaign.

Not many months ago Oles was a farmer-merchant, who owned a store in Youngstown, and lived and worked on his farm outside of the city. He had always been a believer in advertising, and his advertisements for the Fulton Fruit and Meat Market had been appearing for years in the local papers.

One day, more or less as a joke, he announced that he was going

to run for mayor. To his surprise people took him seriously. Grasping the possibilities of the situation he moved at once to a hotel in the city, established a residence and started out to ad-

Fulton Fruit and Meat Market

LOCATED AT THE GRAND OPERA HOUSE—SOUTHWEST CORNER CENTRAL SQUARE

For Lies Being Circulated

No more than I expected. All kinds of lies are being circulated about myself and my family. I want to ask you one and all to pay attention to them. It is very small privilege when the mayor of the city attacks my wife on the platform. However, they are very despicable and their defeat is certain. Therefore, I will expect all kinds of dirty propaganda from now until election day. I ask you to stick to your convictions and not to change your minds and I assure you that it is your duty to make a change from the present administration.

LET EMPLOYEES TAKE NOTICE

One word to the city employees and that is to say that I am not going to fire all of you and all of the Police Department as it has been stated by newspapers. I am simply going to dismiss the irresponsible ones. I am going to put the capable ones up where they belong. You have a chance of being promoted. If you fill your position as you should, you have nothing to be worried about being fired. When I am in charge I assure you that all I will expect is a good, fair, honest day's work and I assure you it will be appreciated.

IF OLES IS ELECTED HE WILL PICK HIS MEN FROM THE FIELDS

Most Oles and you will vote Youngstown out of politics. Oles has no experience. One has no experience. One will appoint the first men he can get regardless of political party affiliation. His intention will have one thing on his mind and he will be under no obligation to say of them. Oles is no politician, does not know the game and does not want to learn it. Oles is going to take Youngstown out of politics and he is going to hand over the salary to the poor. Republicans and Democrats must know. If you know why Oles would not be a candidate.

BUY YOUR WINTER POTATOES QUICK

GET A BAG

It is now November and a more active market is being made along any line and it is time you have your winter potatoes in your cellars. We have ten pounds in our warehouse ready for winter. Our price the balance of the week will be \$3.75 per bag. On different lines every day and if you do not want that many you can have a full bushel for \$6.00 and if you want a full bushel for \$6.00 order to any part of the city.

Pre-war time prices on potatoes. Our cellar is full. They are ripe and they are yellow. The best business in our market going to be sold for the a dozen, a size suitable for home use for \$1.00 or you can have a whole bushel for \$1.25. Why pay less and die a dozen?

NEW RUTAS, PINKS AND DATES

We have a full line of new rutas, pinks and dates which you will find located on the main section as you enter the Opera House. Talk a look at them and the prices are no higher than other places for last year's rutas.

EVERYBODY EAT GRAPE FRUIT

Now is the time of year to eat grape fruit. The season is just beginning and the quality is the best and the price unusually low. Think of having a new basket of grape fruit for the small price of 75c. If you do not want that many you can have any amount you desire.

FREE DELIVERY SERVICE

Don't forget our free delivery service in all our service. We have our trucks and careful drivers will deliver your goods to you in any part of the city free on delivery. We have our trucks and careful drivers will deliver your goods to you in any part of the city free on delivery. We have our trucks and careful drivers will deliver your goods to you in any part of the city free on delivery.

MEAT MEATS SPECIALS FOR FRIDAY

Champion's Turkey, 10 lbs.	75c
Lean Young Chops, 3 pounds	75c
Delicious Corned Beef	75c
Roast Beef, 10 lbs.	75c
Prime Pork, 10 lbs.	75c
Pork, 10 lbs.	75c
Prime Pork, 10 lbs.	75c
Shoulder, 10 lbs.	75c
Prime Pork, 10 lbs.	75c
Shoulder, 10 lbs.	75c
Prime Pork, 10 lbs.	75c
Shoulder, 10 lbs.	75c

DEMONSTRATION

NATIONAL SECURITY COMPANY

CANNES AND CRACKERS SATURDAY

Special Sale on Pig Roasts

Get Pig Roasts with cranberry. It makes a delicious dinner.

Free Samples.

PORTIONS OF THE ADVERTISEMENT HAVE BEEN OMITTED HERE TO SAVE SPACE, BUT MR. OLES' COPY STYLE IS CLEARLY SHOWN

vertise his way into the mayor's office.

Every day the advertisements of the Fulton market carried at their head several inches of political talk. This was not entirely free from the good old-fashioned bunk which is so closely tied up with a mayoralty election, but for the most part it talked straight from the shoulder. Oles made a lot of promises, but there was a ring of sincerity in each one.

Following his political talk was

always run the regular advertising for his market. Politics and groceries, taxes and grape-fruit, police department and sweet potatoes were mingled in advertisements, which not only sold more groceries and meats, but gradually began to sell Oles himself.

At first the regular party organizations looked on his candidacy as a joke—as Oles himself had in the beginning. But before the election was over they found that they had a serious competitor. By this time Oles was using almost every form of advertising, from sandwich men to window cards. He had parades, in which there were three brass bands—and he told the people about them. Each advertisement carried a schedule of his meetings, and invited citizens to call at his store for advertising matter.

When the votes were counted it was found that Oles, without the backing of any established political organization, had won out by more than 400 votes over his nearest competitor, who was then mayor.

Oles himself attributes his success to his newspaper publicity and the frankness of his political talk. He wrote the copy himself, and it reflects his personality in every line. The accompanying advertisement is a fair sample of his whole campaign, and shows clearly the method he used.

He sold himself to the people of Youngstown because he offered them something definite, something they wanted.

Seattle Agency Secures Nursery Account

The Washington Nursery Company, Toppenish, Wash., has placed its advertising account with Botsford-Constantine Company, Seattle. Plans for 1922 call for the use of farm papers and newspapers.

New Advertising Manager for New York "Evening Mail"

T. J. O'Neill has been made advertising manager of *The Evening Mail*, New York.

Thomas F. Burns has left the advertising staff of *The Evening Mail* to join *The Evening World*, New York.

Campaigns from Derby Brown Agency

Sectional newspaper advertising campaigns are being planned by The Derby Brown Co., Boston, for the following advertisers, whose accounts have been recently obtained:

American Hosiery Co., New Britain, Conn., maker of "Amho" underwear and "Shuttle Meadow Sport" Coat; Gordon Mfg. Co., Foxboro, Mass., maker of "Famo" products, and The Fractolite Co., Boston, maker of automobile headlight dimming devices.

National periodicals will be used for the following new accounts: Ground Gripper Shoe Co., Inc., Lynn, Mass., maker of "Ground Gripper Health Shoes," and The Framingham Nurseries, Framingham, Mass., shrubs, trees, etc.

New Advertiser in Newspapers

Velogen, a preparation for the skin, is being advertised by the Allied Drug and Chemical Corp., New York. Copy is now appearing in New York newspapers and it is expected that the campaign will broaden out to include dailies in other cities.

The advertising is being placed direct by Alfred Lief, advertising manager.

Cobs Featured in Newspaper Campaign

In a newspaper campaign directed at the dealer the I. Lewis Cigar Manufacturing Co. is again pushing Cobs, a low priced cigar packed five in a package. The copy used is designed to appeal to the dealer whose cigar business has reflected wage reductions and unemployment.

Lloyd Baby Carriage Account for Henri, Hurst & McDonald

Henri, Hurst & McDonald, Chicago, have secured the account of the Lloyd Baby Carriage Company, of Menominee, Mich. Plans are under way for renewed activities in advertising. These plans include the use of newspapers and business papers.

New Owner of Norristown, Pa., Daily

Ralph B. Strassburger has bought the Norristown, Pa., *Daily Herald*. Gilbert S. Jones, formerly general manager of *L'Opinion*, Philadelphia, and publisher of the *News-Times*, Reading, Pa., has assumed the management of the *Daily Herald*.

Hew Trill with Federated Press

Hew Trill, formerly with the advertising service department of the Gazette Printing Company, Montreal, is now in charge of the service department of the Federated Press of that city.



Announcing
the Election of
HENRY D. SULCER

President
Vanderhoof & Company
General Advertising
Vanderhoof Bldg.
CHICAGO



On Bankers and "An Apple a Day Keeps the Doctor Away"

NORTH AMERICAN FRUIT EXCHANGE
NEW YORK, Nov. 7, 1921.

Editor of PRINTERS' INK:

Mr. Fletcher's article in PRINTERS' INK of October 27 about the bankers and advertising is very interesting. It is not my observation, however, that there is today any very general opposition on the part of the banks to having their clients invest a reasonable amount of money in advertising. The typical banker of today is very different from the one of a generation ago, or even less than that. He is, in many cases, an educated man and along the way has taken a course in psychology; therefore he understands the power of suggestion. In addition to this the bankers are through various connections more or less interested in the newspapers and periodicals, and if they had no better reason than this provides, they would at least be on their way to investigating the merits of advertising as a revenue producer.

The last to fall in line (and they are now beginning to fall) are the agriculturists and horticulturists, although the latter have gotten quite a way on the road in certain sections and in certain particular commodities.

One potential field which I hope will become active before very long is that of a campaign advertising the value of apples in general and not some particular brand, bringing out their wonderful value as a health food. Thousands and thousands of people who used to consider an apple a day a necessary part of their diet now scarcely eat an apple a month. Of course one reason for this is that the orange growers have by their splendid advertising to a very considerable extent supplanted the apple, but this is no reason why the apple growers should not get into the game. People would be far healthier if they made their diet consist more largely of fruit than of cereals and meats, and there is no reason why increased consumption in apples should interfere with the consumption of oranges or any other fruit. This, of course, within reasonable limits, which, of course, are far from having been reached at the present time.

This is a rather rambling and discursive sort of letter, but it may just possibly furnish thought to some member of your brilliant staff who can put the great force of PRINTERS' INK behind an industrial apple advertising campaign.

NORTH AMERICAN FRUIT EXCHANGE,
GEO. A. CULLEN,
Vice-President.

Advertises New Trade-Mark

The Dods Knitting Company Limited, Orangeville, Canada, is advertising the adoption of a new trade-mark which will appear on all underwear manufactured by the company in the future. The new trade-mark combines with some slight changes the two identifying marks heretofore placed on Dods products and features the slogan "Made in Canada."

New Agency at Pittsburgh

The Davis-Elton Company, Inc., advertising agency, has been established at Pittsburgh by Grant Davis, C. W. Elton and Miss Anne Matthews.

Mr. Davis, who is president of the new agency, was formerly president and director of plans with Davis & Meyer, Inc., a direct-mail advertising organization at Pittsburgh. Before establishing Davis & Meyer, Inc., Mr. Davis was director of advertising for the National Fire Proofing Company, manufacturer of Natco hollow tile.

C. W. Elton, vice-president, was formerly secretary and general manager of the Pittsburgh Stamp Company, manufacturer of marking devices.

Miss Anne Matthews, secretary, was formerly secretary of Newsdom Publishing Company, New York, publisher of *Newsdom*.

Hershey Chocolate Co. Adopts New Sales Plan

The Hershey Chocolate Company, Hershey, Pa., has adopted a new sales plan. It has put detail men on the road calling on the retailers with the Hershey line, watching for old and poorly displayed goods, and then turning over to the jobbers the orders they receive. The plan has brought the company into closer contact with the public and the retailers and has kept goods fresh. This company has also increased the number of packages in the line and is using green and red wrappers as well as the familiar chocolate-colored wrapper. There are thirty-one packages in the line today as compared with four before the war.

Henry D. Sulcer New Head of Vanderhoof & Co.

Henry D. Sulcer has been made head of Vanderhoof & Company, advertising agency, of Chicago, to succeed the late Herbert Vanderhoof, whose death occurred in August.

Mr. Sulcer has been with the Vanderhoof agency since the inception of the firm in 1916. For ten years previously, he was in the advertising department of the Chicago *Tribune*, where he specialized in markets and merchandising in the mid-west territory. He was for several years in advertising in New York, and for a time was connected with the sales department of Bobbs-Merrill & Co., publishers.

George Heller Was the Prize Winner

The name of George Heller, who was winner of two contests at the recent convention of the Direct Mail Advertising Association at Springfield, Mass., was erroneously given as Paul Heller in the list of prize winners issued by the association. Mr. Heller is advertising manager of the Paul Knitting Mills, New York.

750,000 MEN AND THEIR FAMILIES OWN COLUMBIA

Pride of ownership accentuates actual reader interest in every page of COLUMBIA.

With editorial success already attained, the natural desire for financial success stimulates generous patronage of advertisers.

Can advertisers hope for more than this—that 3,000,000 readers really want to buy the things that are advertised in COLUMBIA.

*For immediate sales
use*

COLUMBIA

National Monthly Published by Knights of Columbus

WARREN KELLY
Advertising Director

105 West 40th Street, New York

SEARS & IRVING, West. Represent.
Peoples Gas Building, Chicago, Ill.

NEW ENGLAND OFFICE
Little Bldg., Boston, Mass.



Who brings "Good Cheer" to Mother on the farm?

*Where Does She Seek and Find the Inspiration That
Is Raising the Level of Rural Life in Oklahoma?*

EIGHT miles to town, perhaps a mile to the nearest farm house, social life confined to a neighborly Sunday afternoon call, and work—always work, for there is much to do in the farm home. In a nutshell, there's the life of the average farm woman.

But because of her isolation does she think less of comfortable home environment, proper education of her children, the

domestic arts and hygiene? On the contrary, her very isolation prompts her to devote more time to a study of these subjects.

All of these, and more, the Oklahoma farm woman finds ably and interestingly presented through the home department of the same farm paper that her husband reads for accurate, sectional, agricultural information,

The Oklahoma Farmer-Stockman.

Fourteen years a farm woman herself, Mabel Bates Williams, editor of "Good Cheer," the home department, is the acknowledged leader of Oklahoma farm women, the best known and most loved woman in the state.

Through her department farm women remote from town learn how to care for themselves during motherhood, methods of feeding and rearing infants, find ways to improve educational facilities and to make farm life more attractive to the younger generation and every other kindred subject. Hundreds of letters from readers weekly receive personally dictated replies.

Here is vital reader interest comparable with that of no other group of publications. Yet this is only one phase of the unusual editorial influence of Oklahoma's favorite farm paper. We will gladly supply you with further convincing evidence.

The OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS, *Editor*

EDGAR T. BELL, *Adv. Mgr.*, Oklahoma City

CIRCULATION 122,519, A. B. C.

June 30, 1921, Audit

National Representatives:

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Atlanta Kansas City San Francisco

A Market of the Well-To-Do—

A PROPOS' circulation is unique in that it is concentrated in a market of the well-to-do.

Each and everyone of its 25,000* subscribers is a motor car owner, more than 18,000 of whom own cars valued at \$2,000.00 and over.

Here are people of wealth and substance. Folk who buy the better things of life—because they have incomes that provide them.

You will quickly and surely reach this market of intelligence and wealth thru APROPOS. Present advertisers are securing unlooked for results. The figures are available. Write or wire for rates, etc.

*December edition—all motor car owners and over 25% own their own homes.

Eastern Representatives,
H. D. Hascall & Associates,
1133 Broadway, New York



How Washington Gets Its Views on Advertising

Some Representatives of the People in Congress Continue with the Idea That Advertising Is a Detriment from the Standpoint of Economics — How Confidence May Be Strengthened

PHRASES such as "Business Is Business" and "It Pays to Advertise," that have become part of the mental pabulum of our people, have undermined confidence in business, Merle Thorpe, editor of *Nation's Business*, declared in an address before the Representatives' Club of New York on November 14. His address, summarized, is as follows:

The phrase "Business Is Business" has already done its deadly work in causing all of the anti-trust legislation now carried on our record.

"It Pays to Advertise" is just beginning to make its influence felt. It has reached the people of the crossroads and country paths, and unless advertising counteracts its influence, then advertising is riding for a fall.

It is from these people that our Congressmen and Senators will hear. Our representative government is truly representative, and being so, the lawmakers at Washington interpret the thoughts and desires of their constituents.

The people of the crossroads and country paths hearing this phrase are of one accord in agreeing that advertising "pays," but they add that "it pays the advertiser, not the writer of the advertisement, who in their opinion is a visionary or a poet and, most important of all, not the consumer."

This thought of the people on advertising, which the phrase "It Pays to Advertise" has inspired, is now making itself evident in Washington. It is responsible for a letter, signed by every merchant in a certain small town, and sent to a certain Congressman as

a protest against national advertising. It is responsible for the statements of a certain Senator, who declared in the Senate, after naming certain national advertisers, that the only object of the national advertisers he named was to hush the mouths of editors of American magazines and newspapers.

This attitude of the people of the country can be changed, and the change can be brought about by the proper use of advertising. If necessary the word "advertising," as business now knows it, can be dropped, and a word such as "marketing" substituted. Advertising managers of business can make themselves of more importance in their particular business by becoming marketing managers, and by not allowing the impression to prevail that their sole job is the writing of advertising copy. But more important than these two things is a campaign that would advertise advertising. We have talked too often of the sociological benefits of advertising, and not enough on its economic value. We have not told the consumer, among other things, that advertising has created a standard of values that has prevented dishonest merchants from cheating him.

Unless advertising men can explain advertising as an economic force to the consumer, they will find that the phrase, "It Pays to Advertise," will go on undermining confidence in advertising just as "Business Is Business" has done to all American business.

Join Boston Agency

E. L. Johnson, formerly with The Spafford Co., Boston advertising agency, and J. B. Hydon, formerly sales manager of The Albany Chemical Co., have joined the sales service department of The Derby Brown Company, Boston agency.

Cincinnati Agency Obtains New Account

The Boss Washing Machine Company, Cincinnati, has placed its account with the Keelor & Hall agency, Cincinnati. Newspapers, trade publications and direct-mail advertising will be used.

1801—1921

The New York Evening Post was 120 years old yesterday.

No other New York City newspaper was started—and steadily maintained—with quite so clearly defined a purpose and policy that it could match the Post's record of 120 years without change of name or purpose as a newspaper.

Founded Nov. 16, 1801, by a group of leading New York men—of whom Alexander Hamilton was one—the Post has for six generations of New York life been a newspaper successfully representing the best rather than the worst in New York; appealing to the mind and heart of the intelligent, substantial Americans of the community, rather than catering to the appetite and passion and prejudice of the others.

It has for these 120 years always been the kind of paper which did not need to seek mere quantity of circulation; and which always wielded an influence out of all proportion to its circulation.

From 1801—120 years of accumulating experience, tradition, prestige, power; in 1921—opportunity, and vitality, and resources, greater than ever before.

New York Evening Post

A number of readers of the Post have written letters like the following:

I felicitate you and the New York *Evening Post* on celebrating its 120th birthday. The history of the New York *Evening Post*, of course, reflects the history of the nation. It is a paper which has always maintained a high plane of thinking and advocacy. I have often disagreed with it, as many others have, but have always read with respect what it has had to say. It has been an admirable newspaper, in that it has not fallen into the bad habit, pursued by some newspapers, of injecting its prejudices into its report of facts and thus coloring them. It is a paper which has always been thought by newspaper men to be a model which they would like to follow. It has stood for the best ideals of the community, and has always been an uplifting agency.

WM. H. TAFT.

I am glad of the opportunity to congratulate the New York *Evening Post* on its 120th birthday.

Any journal that survives such a period has builded an institutional value upon service. In its long tradition of emphasis upon the economic problems of the day it has been of first value in the world of commerce and it has not been less influential in the moral field.

HERBERT HOOVER.

The anniversary of the founding of the New York *Evening Post* should be a newspaper holiday, for it marks the beginning of free, intelligent, courageous, decent journalism in America. I have disagreed with the *Evening Post* many times during my life as a printer, reporter, editor, and publisher, yet I have always found it open-minded, courageous, conscientious, fair, and free, and when you can say that of a newspaper, nothing you say against it matters much. . . .

WILLIAM ALLEN WHITE.

To its readers the *Evening Post* gives much the same satisfaction as is derived from contact with a gentleman. It requires no apology to bring it into the family circle. . . . Conspicuous among its qualities are its unqualified independence and rugged fearlessness. . . .

One hundred and twenty years of such newspaper influence as the New York *Evening Post* has exerted on the thoughts of its readers are a real contribution. It deserves the brimming future it is facing.

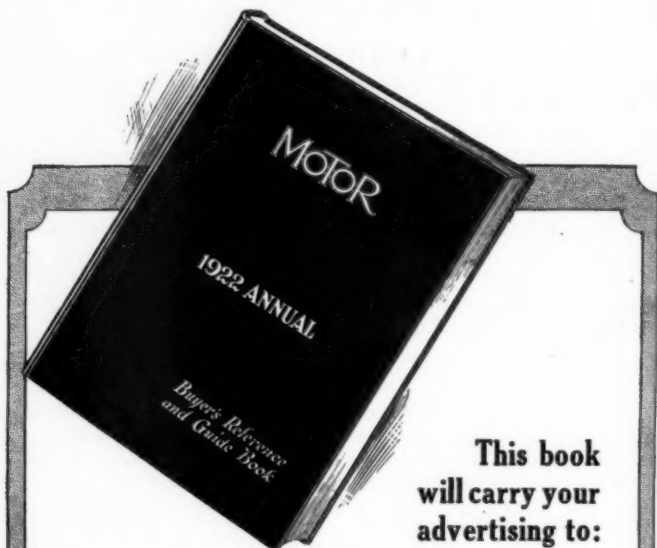
VANCE McCORMICK.

For over a quarter of a century I have been a daily reader of the *Evening Post*. In that length of time one gets to know the personality of a newspaper as he gets to know the personality of an individual. . . .

The *Evening Post* is an asset of the community. Its 120th anniversary, with its vitality and vigor undiminished, is an auspicious and gratifying event to all those who appreciate the value of a high type of journalism. . . .

OTTO H. KAHN.

A Complimentary Service



**This book
will carry your
advertising to:**

—every President and Sales Manager of the automobile companies in the country.

—every prominent jobber in the automobile industry.

This specially cloth-bound copy of MoToR's Annual is being sent out as a Buyer's Guide and Reference Book for 1922. The advertising pages will receive careful attention for the next twelve months.

The advertisers in MoToR's Show and Reference Number will receive this service without charge. It is but one of the features which make this Annual the most advantageous advertising medium offered the manufacturer.

We should like to send you further details of this complimentary service.

Detroit
Kresge Bldg.

MOTOR

119 W. 40th
New York

Chicago
Hearst Bldg.

Sectional Campaign of Telephone Company Localizes Appeal

Pennsylvania Company Writes Human-Interest Copy for Each Section of the Territory It Covers

By E. A. Muschamp

AT this time every year The Bell Telephone Company of Pennsylvania and its associated companies generally conduct an advertising campaign in the newspapers within their district—all of Pennsylvania, all of Delaware, and the southern half of New Jersey. In years past these advertising campaigns have as a rule largely dealt with material problems.

This season's campaign is dealing with the human factor in an intensely localized way.

In the larger cities like Philadelphia and Pittsburgh, the campaign is running eight weeks, with the publication of one advertisement each week. In the smaller cities and towns the campaign is running from four to six weeks, with the publication of one advertisement each week. In Philadelphia the advertisements are four columns wide by twelve inches deep; all others are three columns wide and ten inches deep. The copy is appearing in every daily and weekly paper in every town in Pennsylvania, Delaware and the southern half of New Jersey that has Bell telephones.

In not one piece of copy is there a single mention of receivers, transmitters, switchboards, nor any of the other paraphernalia of the telephone! Neither are there any statistics—not even the old favorite—for example—"if all the telephones lines in our service were strung together in one continuous line, they would extend from the earth to the moon and back again forty-six times!"

No, this campaign of The Bell Telephone Company deals with more fundamental—more vital—things. As Leonard Ormerod, manager of the information de-

partment of the company, has said:

"This campaign was planned, the copy written, and the illustrations made chiefly to do two things. First, we want to show the citizens of every community where we have telephones that the men and women who construct, operate and maintain the telephone system are among, and of, the very folks that constitute the citizenship of those communities.

"Second, we want to make it clearly understood that the telephone company is vitally interested in the welfare and development of each community that it serves; and as proof of our desire not only to go along but to help lead the way in the future, we are pointing out the part that the telephone has played in the development and march of progress in these various communities during the last fifty years."

LOCALIZED, HUMAN-INTEREST ADVERTISING

A careful study of this campaign reveals the two fundamentals upon which the whole structure has been reared. One of these fundamentals is grounded in Human Interest and the other in Local Interest. These two elements were uppermost in the minds of those who planned the campaign and prepared the copy, and they are integral parts of every piece of copy.

The method used in injecting the human-interest element finds its best illustration in the advertisement that carries the heading—"Neighbors."

Who is the telephone company, or, rather, who are the telephone people? Who are the folks that make it possible for you to pick

up the telephone receiver in your home or office and discuss personal and business matters with your friends and associates? Who are the people that make it possible for your wife to phone her order to the butcher or the grocer? Who are the people who make it possible for your daugh-

munity—crossroads village or big town—is operated and maintained by just plain human folks; in fact, your neighbors! Read, then, this "Neighbors" copy as it appears in this Bell Campaign:

"Your telephone service is in the hands of your neighbors," the copy reads. "The men and

women who build and operate the telephone lines are a part of this community. They are interested in business improvement and civic betterment because they know the telephone industry must prosper or decline as the community improves or retrogrades.

"Like the butcher, the baker, the candlestick maker, the members of the Bell System Family serve a great need. They understand your telephone requirements, and they have the training and equipment necessary to give you the right kind of service.

"Whether it be to put the people of this vicinity in touch with one another or in communication with points from 35 to 3,500 miles distant, this organization is on the alert day and night."

This "Neighbors" copy appeared in every city used in the cam-

paign, and something of the neighbor atmosphere was imparted to every advertisement.

The second fundamental—the local-interest element—involved a really amazing amount of painstaking historical research. But anyone who has even the smallest appreciation of the importance of local interest in the psychological make-up of a normal human being will readily agree that the time and effort spent in the preparation of this end of the cam-

(Continued on page 107)



Pittsburgh A City Beautiful

Possessing greater natural advantages than any city of its size in America, Pittsburgh has awakened to the fact that it can be a place of beauty as well as a center of industry.

A wide awake civic spirit, backed by a per capita wealth of \$2,500, already is making the city a more attractive place to live. The Pittsburgh of tomorrow will be a city of tree-lined boulevards and gracefully sweeping river drives, with hillside parking and widened streets adding much to the picture. Such improvements, far from being a handicap to the city's industry, will be an asset.

None of its citizens is more interested in the beautification of Pittsburgh than those in the service of the Bell Telephone System here. Their business life and home life is bound up in the city's future. Each new telephone building is designed to be in architectural harmony with its surroundings as well as to serve its utilitarian purpose, and no detail is too small to receive the attention that good service and good taste demand.



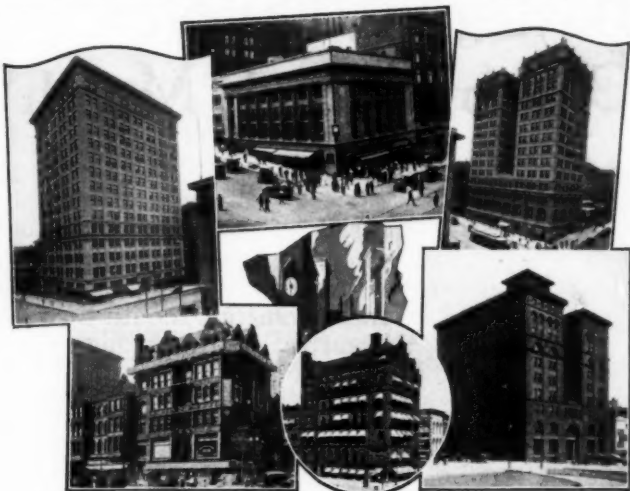
THE BELL TELEPHONE COMPANY OF PENNSYLVANIA

HELPING TO INCREASE CIVIC PRIDE IN A LARGE CITY

ter to carry on that somewhat extended, but highly important, conversation after dinner every evening?

In other words, who are the people who make possible the whole marvelous system of verbal communication upon which we are all so dependent? Yes, there are undoubtedly some Wall Street men in high silk hats who hold more or less stock in this, as in other large corporations. But after all is said and done, the telephone company in any com-

Market City of the Richest Trade Territory



Seventh in Bank Clearings per Capital

Omaha

Omaha did more business in proportion to population than Chicago, Pittsburg, St. Louis, Minneapolis and New Orleans and ranked as seventh city in the United States for per capita business in 1920, according to figures compiled by the Publicity Bureau of the Omaha Chamber of Commerce. That amount averaged \$15,764 for every man, woman and child in the city. Cities which surpassed Omaha, in every instance except one, have larger populations.

The people here and in the rich trade territory surrounding Omaha are thrifty, well-to-do, and possess unusual purchasing power. Advertise your product to them through their dominant newspaper.

Our service department will cheerfully secure for you any information regarding this territory. Its only purpose is cooperation with the national advertiser.

OMAHA WORLD-HERALD

Away ahead of the rest in news, advertisements and home circulation.
O'Mara and Ormsbee, Repr. Chicago—New York—San Francisco

Buying 50,000 New Customers Each Month

ONE of our clients selling direct to the consumer is at the present time buying 50,000 new customers a month through newspaper and magazine advertising.

After all merchandise and selling expenses are deducted, the net profit the first year from these customers figures about a dollar per name. And there is a continuing profit each year thereafter on repeat business.

It is primarily through a copy appeal evolved by us that the above business has been built.

This is one of the largest mail order accounts in the country,

several of which we are serving with equally satisfactory results.

Whether an advertiser sells by mail or through dealers, his sales and profits are apt to be in almost direct proportion to the strength of the copy.

We are always glad to meet concerns that ask more than "consumer acceptance" as a result of their advertising. Producing plans and copy that create immediate sales either through dealers or direct is the task we are accomplishing for many of the most successful businesses in their fields.

May we tell you more?

Ruthrauff & Ryan inc. Advertising

New York: 404 Fourth Ave. at 28th St.

Chicago: 225 North Michigan Ave.

The Leader in San Antonio

During the ten months of 1921, January to October, inclusive, The Light contained 6,474,286 lines of local advertising, a gain over the corresponding period of 1920 of 666,302 lines. The second paper carried 5,040,750 lines in the same period, a loss of 736,938 lines.

Following is the record, month by month:—

	LIGHT	SECOND PAPER	PERCENTAGE LEAD
January	616,784	537,264	14.8%
February	620,774	439,950	41.1%
March	660,842	560,084	17.9%
April	624,582	523,712	19.2%
May	710,360	576,626	23.1%
June	572,754	464,590	23.2%
July	590,954	517,132	14.2%
August	593,334	480,648	23.4%
September ...	710,402	434,924	63.3%
October	773,500	505,820	52.9%
Totals....	6,474,286	5,040,750	28.4%

The second paper printed 156,754 lines of undesirable advertising which The Light declines to print. The Light carried 32.5% more of clean local advertising than the second paper during the ten months mentioned.

During the month of October The Light carried 56.6% more of clean local display than the second newspaper.

VERREE & CONKLIN, Inc.

National Advertising Representatives

300 Madison Ave., New York
117 Lafayette Blvd., Detroit

28 E. Jackson Blvd., Chicago
Selling Bldg., Portland, Ore.

J. S. SEYMOUR, Eastern Advisory Representative

The San Antonio Light

CHARLES S. DIEHL and HARRISON L. BEACH
Editors and Publishers

San Antonio, Texas

paign were time and effort well spent.

Those who were planning the campaign put this question to themselves and to their sixty-odd district and local managers: "What are the people in the various cities and towns in the company's territory most interested in?" The company wanted, not a lot of guesses, not a lot of long-range ideas, but actual facts, and they got those facts! It required many conferences, much correspondence and a careful study of practically the entire history of Pennsylvania, Delaware and the southern half of New Jersey. This job consumed the larger part of three months.

But when the information was all assembled, sifted and studied, the men who were to write the copy knew definitely and specifically the real local interests of the people in every community in which the advertisements were to be published. They knew the exact facts of the historical developments in each community. They knew the things in each community of which the residents were proud. They knew the hopes and ambitions of the "native sons" and of the residents who had arrived more recently.

All this information, condensed—at least a great part of it—went into the copy.

For example, there are four notable valleys in Pennsylvania, of which the residents of the cities and towns dotting them are justly proud. The advertisements inserted in the newspapers in the far-famed Lehigh Valley, for instance, talked to the people of those localities in the language,

as it were, of the green hills and fertile fields, the silk, cement, steel, slate and other industries, and the famous educational institutions that make their home in this territory. And the same was done with the copy for the cities and towns in the Cumberland, Beaver and Schuylkill Valleys.



The First Excursion

On July 4th, 1854, the first excursion train was run from Philadelphia to Atlantic City, an event which marked the beginning of the development of "The Playground of the World."

The permanent residents of the city at that time did not exceed 100. Jeremiah Leeds had enlarged his little farmhouse to receive summer boarders, and to this had been added Bodley's Hotel and Cottage Retreat.

An old history, telling of the first train to Atlantic City says: "The locomotive burned wood and threw out a great amount of smoke, to the annoyance of the passengers who sat on uncomfortable board seats in open cars."

Vastly different is the situation today, with steam and electric lines making travel a pleasure, and with the Bell Telephone System uniting Atlantic City with every city and village in the United States. The thousands who seek recreation along the Jersey shores make widespread use of the Bell lines, and no effort is spared to make that service as near perfect as is humanly possible.



W W BRITTAIN
District Manager

THE DELAWARE & ATLANTIC TELEGRAPH & TELEPHONE CO.

ANOTHER ADVERTISEMENT IN THE TELEPHONE SERIES

In the oil districts, the copy talked about the difference between the days when oil was first struck in Pennsylvania and people were glad to give the stuff away, and today, when oil is king. Up in the anthracite coal regions, one of the advertisements pointed out that a few yards from the very spot where Judge Jesse Fell first demonstrated in 1806 that hard coal could be burned in an open grate, there stands today a Bell Telephone Central Office.

Two pieces of copy used in

Altoona exemplify to a nicety how effective the local-interest idea can be made. There are two outstanding facts about Altoona. One is its nearness to the famous Horseshoe Curve, which is one of the scenic features of the East. The second is the fact that the Pennsylvania Railroad has its repair shops in Altoona. Note how these Bell advertisements talk to the people of Altoona:

THE LARGEST HORSESHOE

Altoona has the world's largest horseshoe over its door. The big curve on the Pennsylvania Railroad may be a lucky omen for the city, but there are more tangible reasons for most of its good fortune.

Having successfully weathered the period of reconstruction, the future of the city is assured. It is in the heart of a country rich in natural resources; it is on one of the big arteries of transportation; its usefulness to the world has been demonstrated beyond question. Altoona is going ahead because its citizens have the "Go-Ahead" spirit.

The prosperity of the city and the welfare of the telephone company are identical. Thousands of its citizens are subscribers and not one of them is more confident of Altoona's bright future than are the men and women who maintain and operate its telephone lines.

Here's the second Altoona advertisement, an equally shining example of how to "hit the home folks where they live":

ALTOONA IS GOING AHEAD

Business prosperity depends largely on transportation, and the fact that Altoona is the workshop of the world's biggest railroad is sufficient assurance of the city's future.

But its resources are not confined to one field. It is a city with large wholesale and retail establishments and the centre of a prosperous agricultural community.

Situated midway between Harrisburg and Pittsburgh, its geographical location is fortunate. Tying it to those cities and other important points are 300 heavy copper telephone wires, including five large trunk lines.

With these advantages of communication and transportation, Altoona cannot be held back. Deeply interested in its development are those who handle its telephone business, for we know that we can prosper and expand only as our city makes it possible.

You who live outside of Pittsburgh probably still think of that great steel city as the "smoky city"—a city that by virtue of its industries is necessarily a dirty city. But Pittsburghers have visions of a clean city—a city freed

from smoke and soot and grime, and that's exactly why one piece of this Bell copy in the Pittsburgh papers talked about "Pittsburgh—a City Beautiful."

And the copy that followed talked about the Pittsburgh that "has awakened to the fact that it can be a place of beauty as well as a centre of industry. . . . The Pittsburgh of tomorrow will be a city of tree-lined boulevards and gracefully sweeping river drives with hillside parking and widened streets adding much to the picture."

And then came this paragraph:

None of its citizens is more interested in the beautification of Pittsburgh than those in the service of the Bell Telephone System here. Their business life and home life are bound up in the city's future. Each new telephone building is designed to be in architectural harmony with its surroundings as well as to serve utilitarian purposes, and no detail is too small to receive the attention that good service and good taste demand.

Thus this campaign is going up and down and back and forth across Pennsylvania, Delaware and southern New Jersey, carrying to the residents of each and every community the telephone company's message of neighbors, optimism, local interests, and local pride and the vital fact that the men and women who make the telephone system are part and parcel of these communities and deeply interested in everything that makes for progress and improvements in these communities.

The illustrations used in the advertisements are worthy of special note because they show how effectively pictures can be made to blend with copy, layout and basic idea, and the whole become a single harmonious unit. The copy shows "just plain folks" and the pictures blend into the text perfectly.

Each advertisement carries the signature of the local Bell manager of that community.

William Oseasohn has resigned as sales manager of Sonneborn Bros., New York, effective December 1, to become, affiliated with the Sebring-Oseasohn Co., Inc., formerly the William Sebring Advertising Service.

Home-Job-Paper

Right up among the necessities of life—that's where the small city family puts the daily newspaper. It's a part of the community life. It's their window to the world outside.

It's their adviser, their informer, their entertainer. It's part of the household. It's read—all of it—by every member of the family.

Nowhere will you find more eagerly read newspapers than those of The Select List. They circulate in prosperous industrial cities and wealthy farming territories.

Select List Papers are *vigorous papers in growing cities*—cities that buy.

Intimate Circulation

Advertising in The Select List is like shaking hands with 2,000,000 buyers. Write for the facts.



Ohio Select List

of daily newspapers

Robert E. Ward

Director of Advertising

New York
225 Fifth Avenue

Chicago
5 S. Wabash Avenue

Fifty Mediums—

at fifty separate advertising rates, or ONE MEDIUM
with an equal circulation

At a Single Advertising Rate?

*"It makes no difference under the milline system whether you spend your money in fifty mediums or one medium—the publicity weight is actually gauged by the total millines."
(Benjamin H. Jefferson, Printers' Ink, September 9, 1920.)*

VERY good! Keep that in mind! "The good old days when advertising could be sold by the card—so much a card—Ah! the good old days—and a card might mean anything under the shining heavens—are gone forever," said Benjamin H. Jefferson when he first advanced his plan for the use of the milline system.

In one stroke he revolutionized the buying space—broke down the false wall of assumption and blind buying that had been built by years of using rate cards.

All Right! Let's Talk Millines!

In July, 1921, the Standard Rate and Data Service definitely adopted the milline system thereby making the milline rates of every magazine and newspaper national property.

The space buyer no longer buys with one eye shut.

Right now let's sit down and talk millines! And let's talk millines and the *American Weekly*.

In Printers' Ink, May 12, 1921, Mr. Jefferson propounded and answered these questions.

What is the reason for the milline?

The milline for the first time reveals to the owner what he is buying.

Where is the advantage in computing the milline cost over the conventional agate line?

The milline cost discloses in one word the reader value of the advertising.

Now Let's Talk Facts!

The *American Weekly* has a circulation of over 3,000,000. The rate per line is \$5.00. The milline rate, then, is \$1.66.

To obtain approximately this circulation in the Saturday Evening Post and the Literary Digest (3,400,000) the milline rate would be \$6.01.

For instance—The Saturday Evening Post, with a circulation of 2,108,923, has a milline rate of \$5.10.

The Literary Digest with circulation of 1,300,000, has a milline rate of \$6.92.

The average milline rate for the two publications is \$6.01.

Compare \$6.01 with \$1.66. That gives the *American Weekly* leadership in the weekly field.

Now let's look at some monthlies.

The American Magazine has a circulation of 1,441,080 and a milline rate of \$6.39.

The Red Book Magazine has a circulation of 790,952, and a milline rate of \$5.63.

The average milline rate for the two publications is \$6.01.

Compare \$6.01 with \$1.66, the *American Weekly* Rate.

And remember—the *American Weekly* gets there four times every month, fifty-two times every year, against once a month and twelve times a year for the monthly magazines. To get there four times with the *American Weekly* costs \$6.64. To get there once with the American and the Red Book costs \$6.01.

Would you rather tell your story once or four times?

Turn to women's magazines.

The Ladies' Home Journal, with a circulation of 1,859,025, has a milline rate of \$6.33.

The Woman's Home Companion, with a circulation of 1,467,084, has a milline rate of \$6.82.

The average for these two publications is \$6.575.

Compare with \$1.66, the rate for *American Weekly*.

You reach these women once for \$6.575. You reach them four times with the *American Weekly* for \$6.64. Why not tell it four times instead of once.

And Remember That:

The *American Weekly* is a weekly magazine, with color pages, that stays in the home as long as any other weekly magazine.

Just one more word.

The *American Weekly* concentrates its circulation in the following buying centers—New York, Boston, Chicago, Atlanta, Los Angeles, San Francisco, Washington and Seattle. It is concentrated circulation on concentrated buying sections.

We've picked well-known magazines in their fields. But you'll find that the milline rates compare well with the rest of the magazines and papers in these fields. Try it yourself.

Lowest milline rate—concentrated buying power—long life—dominant display— You'll get all of those when you buy Space in the *American Weekly*.

The American Weekly

Published simultaneously with

NEW YORK AMERICAN

CHICAGO HERALD AND EXAMINER

BOSTON ADVERTISER

WASHINGTON TIMES

LOS ANGELES EXAMINER

SAN FRANCISCO EXAMINER

ATLANTA GEORGIAN

SEATTLE POST-INTELLIGENCER

Over Three Million Families Read the American Weekly.

"If you want to see the color of their money use color."—A. J. K.

A. J. KOBLER, Manager, 1834 Broadway, New York City

Western Office, Hearst Building, Chicago





*A*S DIRECTOR OF SALES and in charge of production of direct advertising, house organs, and letter campaigns, we announce Chester H. Turner, formerly with P. F. Collier & Son and The Richardson Press. Mr. Turner during the war period was production manager and buyer of printing for the New York District of the United States Government, and his experience in handling literature and mailings running into the millions, is now available to Newcomb clients. From the PLAN to the POST OFFICE—measures the scope of our facilities.

JAMES F. NEWCOMB & CO. Inc.

441-447 Pearl Street

• New York City

Mahogany Starts an Advertising Comeback

An Initial Appropriation of \$80,000 for Replacing This Wood on Its Old Pedestal

By E. B. Weiss

A DECADE ago when someone asked for mahogany furniture, it was ten to one that the salesman would show pieces of the genuine article. Then the war came on, importations were stopped in great measure, and for the time mahogany was a scarcity. As a natural consequence, other woods were substituted and stained in imitation of the real wood; and there may have been instances of its going on the market as such, but these instances were vastly in the minority, except in such cases as the dealers themselves were unaware of the stocks used. And even then the occasions were few and far between.

A deliberate intention to deceive was seldom brought out. A large proportion of the misrepresentation was a result of trade custom, and nothing more.

In order to bring mahogany back into its own, manufacturers and importers of mahogany lumber, under the name of the Mahogany Association, have started a campaign of advertising.

Eighty thousand dollars have been contributed for the initial effort. There was no form of assessment. Each importer simply contributed the amount he felt he could afford at the moment. After this has been expended, additional money will be raised in accordance with a prescribed plan. The appropriation is designed to take care of the national advertising, which started in October and is to run a full year. There is no iron-bound arrangement, though, and another appropriation may be called for before the end of that period.

The national advertising copy appears in a group of general and class publications. Obviously, the Mahogany Association, with head-

quarters in New York—the name the twenty importers have given themselves—had to be mighty careful in the preparation of the copy. It could not come right out and inform people they were being hoodwinked. Neither dealers nor manufacturers would take kindly to such advertising. Yet the advertising had as its prime purpose acquainting people with the misrepresentation and creating an insistent demand for the genuine.

"GENUINE MAHOGANY" FEATURED

By skilful copy treatment the message is being put across. Such sentences as this appear in the advertising: "If you pay for Mahogany you ought to get Mahogany— and nothing else." "Genuine Mahogany" are two words repeated frequently. For example: "When you buy Genuine Mahogany, you buy for the lasting beauty of your home." Each piece of copy so far prepared states that: "The Mahogany Association is co-operating with the furniture manufacturers and dealers of the United States to aid the purchaser in his desire to get Genuine Mahogany."

In similar vein the advertising proceeds by veiled hints to awaken a realization that all is not as it should be. There is not the slightest indication that the Association holds manufacturers or dealers to blame. Rather every effort is being made to create the impression that all interests are working in complete accord. But the essential point, even though but one piece of copy has appeared, shows signs of being understood.

The best proof is that the first advertisement has brought to light a need for an explanation of what Genuine Mahogany is,

the furniture now being offered the public under the guise of mahogany, and how the genuine can be recognized. A considerable number of letters has been received requesting this informa-

"Mahogany is plentiful and, for that reason, it is possible to buy furniture of Genuine Mahogany at no greater cost than must be paid for less durable, less beautiful woods," dispels any notion of high price the previous text may have created.

It has been mentioned that the trade situation called for consumer education first. This is not to be taken as meaning, though, that the public is going to be asked to shoulder the entire burden of getting manufacturers and distributors to change their methods. Space is also to be used in business papers reaching the furniture, piano, talking machine, casket and interior trim fields. Architects will be appealed to. The different qualities of mahogany will be explained and its uses elaborated on.

No stupendous results are expected from the initial campaign. The problem is too big, its roots lie too deep in the soil of furniture trade conditions, to permit of immediate solution. For example,

once the advertising has succeeded in actually creating a consumer demand it will be necessary to assure that demand being satisfied without any continued possibility of substitution. That may call for a symbol to be placed conspicuously on all genuine mahogany furniture as it leaves the factory.

The only way that can be successfully brought about is through a realization, by dealers, that it will be to their own advantage to urge upon their manufacturers the adoption of such a symbol. This means a long process of education. It is generally admitted by



Why our Colonial forefathers liked Mahogany furniture

FOR the seventy years preceding the Revolutionary War, American Colonists lived in greater comfort, even luxury, than did people of like circumstances in England. The colonies enjoyed a look trade with the Barbadoes and Jamaica. Mahogany logs were brought North and most Mahogany furniture was made in New England than Old England knew. Chairs of drawers, highboys, round wooden chairs and desks were turned out in large numbers. The possession of Genuine Mahogany meant a substantial standing in the community, just as it does today.

Our Colonial forefathers had a tremendous pride in the appearance of their homes. In every residence of importance, the "best" room was drawn a chair. In it were kept the finest pieces of Mahogany furniture.

Five wall papers were copyrighted after 1765. The interior trim was usually painted white, but beautiful Mahogany sweet-pine and rails, Mahogany plate rails and wainscoting were frequently found.

Perhaps no other wood is so closely identified with the romance of Colonial dress as Mahogany. We find descriptions of household furniture as far back as 1711 in which "my

Mahogany Chair of Drawers" and "my current Mahogany Bedstead" are alluded to with the respect due beloved possessions.

The universal desire to own articles of Genuine Mahogany is just as evident today. The young housekeeper looks forward to the time when she can furnish her dining room with "real" Mahogany. A Mahogany table or desk is looked upon as being a desirable gift to the head of the house.

And while the desire to own Genuine Mahogany is just as strong as it was in the times of the Colonial Days, care must be exercised to see that furniture bought today is Genuine Mahogany and not a substitute.

If you pay for Mahogany you ought to get Mahogany—and nothing else.

The Mahogany Association is co-operating with the furniture manufacturers and dealers of the United States in an effort to aid the purchaser of furniture in his desire to get Genuine Mahogany. It returns to the days of Genuine Mahogany its appearance.

Mahogany is the wood of fashion and refinement today just as it has been for the last three hundred years.



After all—there's nothing like

MAHOGANY

MAHOGANY ASSOCIATION, 347 Madison Avenue, NEW YORK

INSTITUTIONAL ADVERTISING FOR A COMMODITY

tion. As a result a booklet is now being prepared which will cast light on the subject.

In addition, the advertising is planned to create a preference for mahogany when Mr. and Miss About-To-Be make plans for their nest. How the ancient furniture masters, Chippendale, the Adam Brothers, Sheraton, Hepplewhite and our own Colonial designers used mahogany is told. The wood is surrounded with a halo of sentiment and exclusiveness which makes it quite desirable. Institutional advertising for a commodity would be a good description of the copy. And

No Center Spreads Available!

Many Preferred Positions Snapped Up in Advance of First Issue

The first announcement of THE PROGRESSIVE GROCER was made only a few weeks ago. Yet the rapidity with which preferred positions are being taken up by well-known advertisers of grocery store products leads us to urge prompt action on the part of those whose policy it is to buy cover positions or other preferred space.

The first number will be out in January. All the center spreads for 1922 have been taken by one of the best-known manufacturers of soap in the country and by a maker of powdered jelly.

One of the well-known makers of table salt has included several back covers in his schedule in THE PROGRESSIVE GROCER.

The page facing first page of reading matter was quickly taken for each month of 1922 by a concern that has made a reputation for itself through the flavor of its foods.

Another soap manufacturer was fortunate enough to get its order in early and secure the right to use the first page following reading.

The list of those who have contracted for space in THE PROGRESSIVE GROCER reads like a slice of "Who's Who in Food Advertising." And the reason is this—it is the first time an advertiser has had an opportunity to reach 50,000 good grocers through one publication.

Let us tell you what THE PROGRESSIVE GROCER can do for you.

***The* PROGRESSIVE GROCER**

The Butterick Publishing Company, *Trade Division*

Butterick Building, New York

GUARANTEED CIRCULATION 50,000 COPIES MONTHLY

those in the trade that the furniture industry, as far as selling methods go, is behind the merchandising procession. There is still too much of the old "Let the buyer beware" attitude evident. The Mahogany Association can never hope to achieve all its aims until the industry has been put on a higher level.

These twenty importers, however, are awake to the many-sidedness of advertising, and some interesting applications of printers' ink may be expected, in the future, by the Mahogany Association.

Patent Office Decision in Beech-Nut Cigarette Controversy

IN an opinion just handed down in the Patent Office, the P. Lorillard Company has been held entitled to use the trade-mark "Beech-Nut" for tobacco products, including cigarettes.

The case arose from an application filed by the Beech-Nut Packing Company in 1919 for the registration of this trade-mark for cigarettes. P. Lorillard Company opposed this application, founding its opposition on the prior use of it and its predecessors of the trade-mark "Beech-Nut" for tobacco, which the Lorillard company claimed gave it ownership of this trade-mark for cigarettes, although at that time the Lorillard company had not used the trade-mark for cigarettes.

It appeared in the testimony that this use of the trade-mark "Beech-Nut" for chewing tobacco was begun about 1897, though the packing company had used it for meats as early as 1891. The examiner in the Patent Office held that P. Lorillard Company had a right to use the trade-mark "Beech-Nut" for tobacco products, notwithstanding the use of this trade-mark by the Beech-Nut Packing Company for meats, groceries, candy and chewing gum, and that this right included the right to use the trade-mark

for cigarettes. The ground of the decision is that tobacco products are goods of entirely different descriptive properties from groceries, meats, candy and chewing gum.

The Beech-Nut Packing Company has issued a statement which says, referring to this decision of the Patent Office:

"This decision did not decide that the Beech-Nut Packing Company had not the right to use the mark as applied to cigarettes, nor did it decide that the Lorillard company has the right. An appeal will be taken from the examiner's decision to the Commissioner of Patents, and if decided adversely to the Beech-Nut interests by the commissioner, a further appeal will be taken to the Circuit Court of Appeals for the District of Columbia, which is the final court of appeals from decisions by tribunals in the Patent Office."

Continuing, the packing company's statement says:

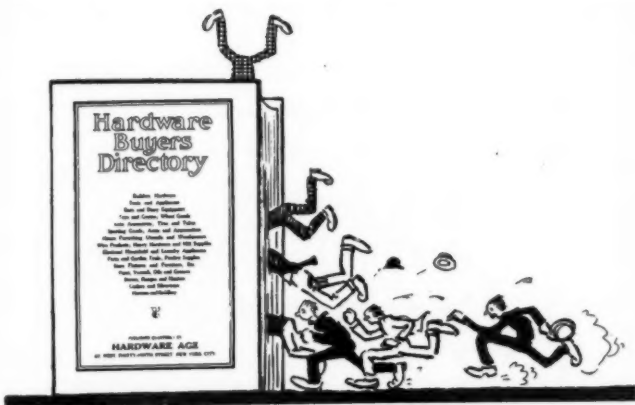
"In any event, all that these tribunals can decide in this opposition proceeding is whether or not the Beech-Nut company will be allowed to register its trade-mark for cigarettes. The right of the Lorillard company to use the word "Beech-Nut" on cigarettes or chewing tobacco is now before the United States District Court of New Jersey in a suit brought by the Beech-Nut Packing Company against the Lorillard company for infringement of its trade-marks, trade-names and for unfair competition."

Edward J. Meehan with South Bend Agency

The Lampport-MacDonald Advertising Agency, South Bend, Ind., announces the addition to its copy and layout staff of Edward J. Meehan. Mr. Meehan has been with the Star Publishing Company, Wilmington, Del., and the Pennsylvania Knitting Mills, Philadelphia.

George F. Haines Resigns from "Lumber"

George F. Haines, who has been business manager of *Lumber*, St. Louis, has resigned. He will engage in advertising service work in St. Louis.



HURRY-

Mr. Manufacturer, or you will miss the great sales-developing opportunity afforded by the first quarterly edition of

Hardware Buyers Directory

The one complete, specialized and authoritative source of buying information for wholesale and retail hardware buyers.

40,000 copies distributed annually—to buyers only.

Forms for first quarterly edition close this month. Send *now* for rates and detailed information.

HARDWARE BUYERS DIRECTORY

239 W. 39th St.

New York

*By Laws of Economics
By Logical Reasoning
By Actual Results—*

**Daily Newspapers
Are the First Advertising
Medium in Canada**

DAILY Newspaper advertising in Canada conforms to the *Economic Law* of maximum yield.

Daily Newspapers cover the "high spots" of distribution—they circulate where trade is *first* easiest to get.

Would you mine a coal mine a thousand feet down before you worked a rich vein near the surface? The large cities listed on opposite page have rich deposits and are easily workable.

Daily Newspapers are the first medium by *Logical Reasoning*.

The advertiser wants to influence the mass of the public in the centres of population where he first lands his goods. The Newspapers covering these districts are *his* news-carriers.

Daily Newspapers are the first medium by virtue of *Actual Results*.

Scores and scores of United States and Canadian advertisers have built up immense successes in the Dominion by *first* use of Newspaper Advertising based on the practical application of the foregoing business sense of following the line of least resistance.

Whatever other supplementary "media" they are now using, the backbone of their advertising success is, and always has been, the "logical" medium namely,

**The Daily Newspapers
of Canada**

The Canadian Daily Newspapers listed below are not confined in circulation or influence to the cities in which they are published, but circulate in outlying towns, villages and hamlets as well. Each one is a leader of thought and influence within its circle.

Any of them will be glad to give you detailed information regarding the actual and potential market for your goods among their subscribers.

Take the first step for increased Canadian sales in 1922 by writing direct to these Newspapers, or asking your Advertising Agency for data about them.

The Daily Newspapers of Canada

Place	Population	Paper	Place	Population	Paper
Charlottetown, P. E. I.	12,000	M. & E. Guardian & Examiner	St. Catharines, Ont.	19,860	E. Standard
St. John, N. B.	64,305	M. & E. Telegraph & Times	St. Thomas, Ont.	20,000	E. Times-Journal
Montreal, Que.	801,216	M. Gazette E. La Patrie	Winnipeg, Man.	196,947	M. & E. Free Press E. Tribune
Quebec, Que.	116,850	E. Le Soleil E. Telegraph	Regina, Sask.	42,000	M. Leader E. Post
Sherbrooke, Que.	23,493	E. La Tribune	Saskatoon, Sask.	31,364	M. & E. Star & Phoenix
Hamilton, Ont.	110,137	E. Herald	Calgary, Alt.	75,000	E. Herald
Kingston, Ont.	23,700	E. British Whig	Edmonton, Alt.	65,000	E. Journal
London, Ont.	60,000	M. & E. Advertiser M. & E. Free Press	Victoria, B. C.	60,000	M. Colonist E. Times

Spend 10% of your U. S. advertising appropriation in Canada—beginning with the New Year!



Member
Associated
Business
Papers, Inc.

Member
Audit
Bureau of
Circulations

If you were to ask almost any large plumbing and heating contractor the name of the leading paper in the plumbing and heating field, the answer would no doubt be: DOMESTIC ENGINEERING. This is a good gage by which to judge the value of a publication.

There is another way, a way that is sometimes more convincing; and that is by the experience of advertisers in the publication.

If you ask any advertiser, large or small, in the plumbing and heating trade, how to make your advertising dollars produce maximum returns in the plumbing and heating field, the answer will undoubtedly be: Use DOMESTIC ENGINEERING.

These are reasons why we are glad to have prospective advertisers and advertising agencies make a full investigation of our field before placing their advertising.

DOMESTIC ENGINEERING

The Plumbing and Heating Weekly

1900 Prairie Avenue
CHICAGO



Business of the Nation Expresses Desire for Lasting Peace

Armistice Day Advertising Invokes Nations to Cease Preparing for
Other Wars

HISTORIANS who seek to interpret for future generations the Washington conference on the limitation of armament will be without the background that should be theirs should they in their use of American newspapers confine themselves to the news columns. They must, of necessity, turn to the advertising columns of newspapers of November 10, 11 and 12 if they would know in a fuller measure what the American people expected from the deliberations of this international conference.

On those three days American business, big and small, seemingly moved by an acute understanding of American public opinion, turned its advertising into tributes for the ideals typified in the Unknown Soldier, buried in Arlington Cemetery, and into statements that were translations into words of the hope that war shall be no more.

This use of advertising space represented no organized effort; no answer to an appeal from some inspired quarter. It was but the outburst of popular opinion, expressed through American business.

In small and large centres of population throughout the country, advertising carried the same interpretation of the desire for peace on earth.

Let historians take the newspapers of, say, St. Louis, Atlanta, San Francisco, Chicago, Detroit, New York, Boston, Cleveland or Washington, and in their adver-

tising columns they will find, under the name of some manufacturer of nation-wide importance, some publisher of magazines or books, or some local retailer, messages, such as the following, taken

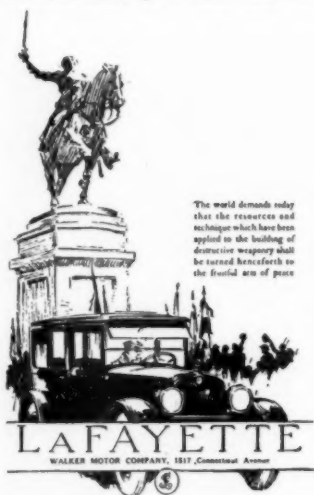


PAGE NEWSPAPER ADVERTISEMENT DEPICTS AMERICA'S
REVERENTIAL ARMISTICE DAY SPIRIT

from newspapers of three different American cities. One advertiser said:

"We pause today upon the threshold of this solemn occasion to bow down our heads before the tomb of him who typifies the thousands who have suffered that the world may live again in peace. It must not be said that we have forgotten the blood they have shed, nor that we are wanting in appreciation of the ideals for which they fought. It behooves this Nation to love and

cherish through the long, dim years of the future the memory of those who suffered their young lives to be extinguished in the cause of world democracy and lasting peace. We hope that God may give to the assembled ambassadors of the nations of the earth the vision to see, and the will to execute, an International Disarmament pact that will as-



A SUMMONS TO PEACE

sure to the world at large, for all time—a glorious, lasting Peace.”

In another city an advertisement that sought to express the convictions of American people said, in argumentative form:

“Business men, engaged in competition with each other, don’t go armed; rival shoe dealers, or clothiers, or dry goods merchants, or automobile manufacturers are not ‘laying for the other fellow’ with a bludgeon or a gun.

“Instead of that, trade rivals meet together in associations and conventions; and competitors across the street from each other discuss, in friendly councils, the common ‘interests of the trade.’ Business isn’t belligerency any more; it’s co-operation, the merchant with his customers, and with his competitors. Business

men have learned that there is such a thing as friendly rivalry.

“Why not nations? There is such a thing as a Brotherhood of Man; it ought to be something more than a phrase. Nations are made up of just folks; they don’t hate anybody; they don’t want to rob anybody; they don’t want a gain for themselves which comes from a loss to somebody else. Most of us realize that what’s best for all of us is best for each of us; we don’t want Russia or China to starve while we have enough to eat.”

The last of three, written in a more somber tone, read:

“Three years ago this morning the last trigger was pressed—the last lanyard pulled.

“And a great shout went from the lips and a great load went from the hearts of the sons and daughters of men.

“There were ears that did not hear that shout; there were hearts that had given the last full measure of devotion and were forever still.

“Today one of them is laid at rest in Arlington—nameless, but with an eternal name.

“And it is more than a beautiful symbol that the envoys who cast a sod upon his grave meet tomorrow to carry on the task which he began for us in France—which may mean the ending of war, forever.

“And in this work each one of us must bear his part—for our liberty and our faith are, in reality, only the finest fruits of the nation’s labor—not to be cheaply attained.”

There were countless other advertisements, all of the same tenor—the tribute of a people to its sons who defended them, and the outward sign that the people of America uphold the hands of their President in asking the powerful nations of the earth to take the first step toward the ending of war by reducing their armament.

Caroline Bacon, who has been in advertising in New York and Los Angeles, has joined the Vincent & Vincent agency of Portland, Ore.

***Invariably a product
packed in sanitape
is a good product***

When a consumer finds a product packed in sanitape it's convincing evidence the product is worthy and carefully made.



The merit of such a product deserves the permanent, individual tablet protection which only sanitape affords.

***Seventy-three products are
now packed in sanitape.***

Ivers-Lee Company
Newark, N. J.



Each tablet sealed airtight and moisture-proof in an individual compartment of waxed paper sanitape.

Worthwhile Information for Publishers

DAKE-JOHANET ADVERTISING AGENCY
LOS ANGELES, CAL., NOV. 3, 1921.

Editor of PRINTERS' INK:

Inasmuch as a great many newspapers at the present time are proving publication by mailing tear-sheets to advertisers and agencies, it is desirable that these tear-sheets should in all cases contain the necessary information as to locality and date.

We have before us a newspaper page, at the top of which is "Evening Sentinel's Page for Women and Children" and on the other side, "Evening Sentinel Sport Page." Nothing on this page indicates where the *Sentinel* is published, and likewise there is nothing on the page which indicates the date.

It seems desirable that all publications should have on each page information as to the date of the issue and the city where published.

DAKE-JOHANET ADVERTISING AGENCY,
F. W. JOHANET.

Coffee Roaster Advertises Directions for Making

The International Coffee Company, Houston, Tex., is advertising in about thirty newspapers of Texas and Louisiana, through the Mid-Continent Advertising Agency, of Dallas. Each advertisement carries some such phrase as "Be fair to your coffee—make it right." "Don't buy this high-grade coffee and spoil it in the making." "A little care in making your coffee will improve its flavor 100 per cent." Directly beneath this phrase, in each advertisement, appear the words: "Full directions for making in each can of Sunset."

L. J. Delaney with F. Wallis Armstrong

Lawrence J. Delaney has resigned as space buyer of Grandin-Dorrance-Sullivan, Inc., and has joined F. Wallis Armstrong Company as space buyer.

Mr. Delaney was at one time manager of the New York office of the Audit Bureau of Circulations.

New Accounts for Boston Agency

The accounts of The Whitman Co-operative Bank, Whitman, Mass., and The Massachusetts Trust Company, Boston, are now being handled by the Boston Publicity Bureau. The latter bank has begun an advertising campaign in which Boston newspapers are being used.

Engineering Account for Chicago Agency

The Watson Advertising Agency, Chicago, has obtained the account of the Chicago Engineering Works.

"The Sample Case" Reorganized

The Sample Case, a commercial travelers' monthly, published at Columbus, O., has been reorganized and will appear hereafter with many changes. B. E. West, Columbus, is advertising manager. George W. Stearns, New York, has been appointed Eastern representative; R. B. Leffingwell, Chicago, representative for the Middle States; Roy Ring, Minneapolis, Northwestern representative; George M. Kohn, Atlanta, Southern representative; the Ferry-Hanly Company, Kansas City representative; A. D. McKinney, St. Louis representative; and the North Europe Trust Company, London, English representative.

Irvin F. Paschall Resigns Poor Richard Club Presidency

Irvin F. Paschall, who as reported in *PRINTERS' INK* of November 10 has resigned as advertising director of *The Farm Journal* to join the J. Roland Kay Co., Chicago, has resigned the presidency of The Poor Richard Club, Philadelphia, effective November 21, 1921. At the meeting of the board of directors of the club, Philip C. Staples, vice-president of the Bell Telephone Company of Pennsylvania and first vice-president of the Poor Richard Club, was elected to the presidency to fill the unexpired term of Mr. Paschall.

New Agency at Detroit

A new advertising agency has been formed at Detroit, under the name of the Pratt-Moore Advertising Company, by Louis A. Pratt, president; Roy F. Moore, vice-president, and Ray W. Senu-sky, secretary.

Mr. Pratt was formerly secretary of the Brownell & Humphrey Agency and president of the L. A. Pratt Advertising Company.

Mr. Moore was recently vice-president of the Carl S. Von Poettgen advertising agency of Detroit.

Form New Baltimore Agency

Nat C. Wildman and Walter K. Porzer, who have been with The Deatel Advertising Service, Baltimore, Md., have established The Wildman Advertising Agency, Baltimore. The new agency will handle the accounts of The Delion Tire & Rubber Company, Lyon-Conklin & Company, The C. D. Pruden Corporation, The Standard Garage & Mfg. Company, The Castelnberg Jewelry Company, and Knitted Outerwear Association.

French Advertiser Owns "Figaro"

Controlling interest in *Figaro*, Paris, has been obtained by M. Coty, head of the French perfume house bearing his name. Mr. Coty has been a minority stockholder of this newspaper.

Announcing

United

Rotogravure

Sections

Incorporated

Oscar Rosier

President & Managing Director

Irwin Bib Tolins

Secretary & Advertising Manager

Rotogravure at the price of Black & White!

This is the impressive advertising buy offered NOW by United Rotogravure Sections, Inc.

Thirty-four Rotogravure Sections in thirty-four important cities, all East of the Mississippi!

Your copy will appear in each of the newspapers (*each dominant in its center*) listed on the next page on Friday, Saturday or Sunday of each week. United Rotogravure Sections will form an integral part of each newspaper, with even the newspaper's name-plate printed by rotogravure process.

¶ Sworn circulation of over 580,000—eight column page—300 lines deep—12 ems pica, the column width. No Mail Order advertising. Rate cards and full information available to advertisers, advertising agencies and newspapers on request.

United Rotogravure Sections, Inc.
1314 Walnut Street, Philadelphia, U. S. A.

Thirty-four Newspapers Today —and Growing!

MONTGOMERY JOURNAL
BRIDGEPORT HERALD
NEW HAVEN UNION
WATERBURY HERALD
WILMINGTON STAR
TAMPA TRIBUNE
PENSACOLA JOURNAL
PALM BEACH POST
COLUMBUS LEDGER
MACON TELEGRAPH
EAST ST. LOUIS DAILY JOURNAL
JOLIET TIMES
KANKAKEE NEWS
ROCKFORD MORNING STAR
PEORIA JOURNAL TRANSCRIPT
EVANSVILLE COURIER
LAFAYETTE JOURNAL & COURIER
RICHMOND ITEM
SOUTH BEND NEWS-TIMES
NEW BEDFORD TIMES
LEWISTON JOURNAL
STATE JOURNAL
ATLANTIC CITY EVENING UNION
CONCORD EVENING PATRIOT
BAYONNE EVENING NEWS REVIEW
CAMDEN DAILY COURIER
PASSAIC DAILY NEWS
ELMIRA TELEGRAM
MARION STAR
BEAVER ARGUS
HARRISBURG TELEGRAPH
PROVIDENCE TRIBUNE
COLUMBIA STATE
NASHVILLE TENNESSEAN

Montgomery, Ala.
Bridgeport, Conn.
New Haven, Conn.
Waterbury Conn.
Wilmington, Del.
Tampa, Fla.
Pensacola, Fla.
W. Palm Beach, Fla.
Columbus, Ga.
Macon, Ga.
East St. Louis, Ill.
Joliet, Ill.
Kankakee, Ill.
Rockford, Ill.
Peoria, Ill.
Evansville, Ind.
Lafayette, Ind.
Richmond, Ind.
South Bend, Ind.
New Bedford, Mass.
Lewiston, Me.
Lansing, Mich.
Atlantic City, N. J.
Concord, N. H.
Bayonne, N. J.
Camden, N. J.
Passaic, N. J.
Elmira, N. Y.
Marion, Ohio.
Beaver, Pa.
Harrisburg, Pa.
Providence, R. I.
Columbia, S. C.
Nashville, Tenn.

United Rotogravure Sections, Inc.
1314 Walnut Street, Philadelphia, U. S. A.



ENVELOPES

PRINTERS' INK

Published 4 times a week
A JOURNAL FOR ADVERTISERS
100 Hudson Avenue, New York City

Good Mornin'!

No matter what the enclosure, it should be mailed in a crisp, fresh-looking envelope that shouts a cheery "Good Mornin'" on reaching the desk of your prospect.

There is "personality" to Andrews envelopes.

We invite inquiries from concerns seeking dependable envelope service.

P.L. ANDREWS CORP.

MANUFACTURERS OF ENVELOPES
AND

ENVELOPE SPECIALTIES

FOR
PACKING & MAILING

IRVING AVENUE AND TROUTMAN ST.

BROOKLYN, N.Y.

A Mother Tells of the Advertising That Appeals to Her Children

Opportunity for a Double Appeal, Even in the Advertising of Articles That Are Not Primarily for Children's Consumption

By Margaret A. Bartlett

PERHAPS never before has the child been considered so great a factor in advertising as at the present time. The child appeal has been used extensively to arouse the interest of, and eventually sell, the mother. But how many times has the advertising been such as to arouse the interest of, and eventually sell, the child? An advertisement designed by its picture and its message to win the mother's favor through playing on her love for her children may—and may not—reach its mark. But an advertisement that arouses a great desire on the part of the children themselves can hardly fail of results—for who can long resist the plea of a child filled with a great desire?

"Please won't you get us some Cracker-Jack?" "I wish so I had some Cracker-Jack!" Such were the pleas we heard for days following the appearance of a full-page Cracker-Jack advertisement, until we made a mental note of Cracker-Jack as the first article to be purchased on our next trip to town. The small boys had not been able to resist that advertisement. To begin with, there was Norman Price's smiling little Cracker-Jack sailor-boy, with his irresistible puppy. And then there were the verses, the jingles. In them the children recognized their own form of story.

"Is this something to read to us?" they asked.

It was. We read, and reread those jingles till "From popcorn fields of waving green, the popcorn comes to our popping machine" was heard as frequently about the house as "Hickory, Dickory Dock."

That advertisement addressed to the young folks of America had reached down and caught in its meshes two little boys under six.

The same was true with the

Kiddie Kar advertisements. First the colored pictures made them stop at the Kiddie Kar page. Then, the verses, their own form of story, sent them running to us, for they had found in the advertising pages something they knew at once was "for them."

I know a little girl who, at the age of seven, caught whooping cough. After an especially hard spell of whooping, she raised her face to her mother and whispered: "Mamma, don't you think you better get me one of those Vapo-Cresolene lamps I have seen advertised?"

She may have been an exceptionally forward child, and yet children do read advertisements. I remember attending a church social when I was perhaps a dozen years old. One of the evening diversions was an advertising guessing contest. Advertisements had been clipped from magazines, the name of the article advertised cut out, and the advertisements pinned to a large sheet. Every contestant was given paper and pencil and told to write the name of each article advertised. There were boys and girls, men and women, of all ages. The prize went to a young lady in her teens, but the papers turned in by the youngsters were exceedingly well filled out. There was much jollying of the elder contestants, I remember, because the children were more familiar with the advertisements than they were! There was scarcely a child present who was unfamiliar with the phrases: "Have you a little fairy in your home?" "He won't be happy till he gets it." "My mama uses Wool Soap." "I wish mine did." Those advertisements which had appealed to them they remembered, even though many were children who gave but scanty consideration

to advertisements in general. Quite unconsciously, for the most part, the little girl representing Fairy Soap, the baby in his bathtub crying for Pear's Soap, the two little tots in their abbreviated shirts talking with each other had caught the children's eye, and had aroused questions which, when answered for the very young, had necessitated the use of the advertised article's name. "Who is that little girl?" "What does that baby want?" "What are those children saying to each other?"—thereby imprinting it deeply on their impressionable young minds.

Thereon hangs a reason why advertising whenever practicable should make an appeal to the children. Especially is this true with regard to articles having to do with food, clothing or the home in general. The child, being impressionable beyond all comparison with his elders, more quickly and more easily retains a printed name. Not having had experience enough with foods and clothing to have formed any preferences or prejudices, if an article has created in him a desire for it, he doesn't care a snap what brand his folks have heretofore bought.

I was quite a little girl when Force, with its famous transformation of Jim Dumps to Sunny Jim, was being widely advertised. Good old-fashioned oatmeal porridge had always been our breakfast food. Package cereals up to that time had never been purchased. But I immediately became interested in a new form of breakfast food, when, on our yearly visit "down country"—which meant in those days going from Vermont to Boston and vicinity—I saw in every electric car Jim Dumps, converted from the sour-visaged grouch to the smiling gentleman, Sunny Jim, all by means of a package of breakfast food. I read those advertising cards avidly, on the watch each day for a new rhyme. And when we returned home and I once more became my mother's "shopper," I ventured the suggestion that I was getting tired of just plain oatmeal. Couldn't we try something else—Force, perhaps—for a while? I

don't remember that the family immediately became a family of Sunny Jims, but I do know that I, the youngest member of it, had started them on that road!

Just as I was, for many years, my mother's shopper, so, also, are hundreds of children—girls, especially—in every town and certain sections of every city. The busy mother oftentimes cannot spare the time to go frequently to the store. As soon as her daughter is old enough to be entrusted with errands she is sent again and again to make purchases. It is excellent training for a child. She must, necessarily, form the habit early of using her own judgment. Her mother tells her the approximate cost of an article and describes it as best she can to her. But, unless some specific brand has been mentioned, the little girl oftentimes finds herself confronted with two pairs of stockings, we will say, one bearing a familiar name, the other nameless. She will have to choose between them. If there has ever been anything in the advertisements of the branded hosiery to impress the name on her mind, she will not hesitate a moment in making the purchase. Why? Not because she has read how excellent such hosiery is, but merely because she is familiar with the name. She seems to know it, like an old acquaintance. The decision left to her, she will decide in a moment on the branded hosiery, secure in the confidence that she has made a satisfactory purchase.

But how is advertising meant for adults going to be made *interesting* to the children. All advertising cannot be in the form of jingles; neither can pictures destined to reach the child be displayed on every page. Why not, then, look for a way to combine appeals? There are notable instances of advertisers who have successfully combined the child and adult appeal. Outstanding among these are the Campbell Soup advertisements. No matter what the message contained in the body of the advertisement, always there is the round-faced, jolly, roly-poly Campbell Kid, grown

What a penny a line will do in Dayton—

It will:

- A. Give you a 66,962 circulation instead of a 36,216—28,746 more.
- B. Give you a Milline cost of 1.64 on your advertising instead of 2.63.
- C. Give you a lower cost per reader and probable lower cost per sale by 34% at only 10% additional investment.

How? By using the Journal-Herald Combination for covering the Dayton field at eleven cents a line instead of the other Dayton paper at ten cents. Copy does not necessarily have to be used in both papers the same day, but may be ordered in either paper any day the same week.

The Dayton Herald & Journal

Dayton, Ohio

National Advertising Representatives

Story, Brooks and Finley, Inc.

New York Philadelphia Chicago San Francisco Los Angeles

famous through years of service, with the accompanying rhyme bearing his message to the children. It is a safe venture that every child who ever peruses his parents' magazines is familiar with this little kid. If sent to the store to purchase a can of tomato soup, he wouldn't hesitate a moment when the grocer, from force of habit, asked: "Which will you take—Campbell's or"—any other familiar brand? He wouldn't have to think: "Now, which would Mother prefer?" and make a chance guess. No, indeed! Quick as a wink he would reply: "Campbell's!"

In nearly every magazine the child dips into are breakfast food advertisements. For the most part these depict children—healthy, bright-eyed, rosy-cheeked youngsters, such as every mother longs to have—but by no means do they all depict children in such a way as to arouse the child's interest and incite his subsequent questions. A child is not necessarily interested in a picture of a child. The child, or children, must be doing something interesting. A well-groomed boy standing beside his mother, who, judging from the book she holds, has been reading to him, may interest the mother, but it fails mightily in arousing one spark of interest or of curiosity in the child as to what the mother and her little boy are saying. But a rosy-cheeked boy, whose hair shows the effects of a before-mealtime-scrubbing, sitting at table, with his napkin tied around his neck and a big bowlful of "something to eat" in front of him—something which he is apparently delighted to have—immediately attracts a child and brings forth the question: "What is that little boy eating?" And the answer must advertise the goods to the child. "Kellogg's Corn Flakes."

In advertising in children's magazines each advertisement can be so written as to reach the youthful mind alone. Ivory soap, Colgate's Tooth-Paste, Sapolio, Velvet-Grip Garters, and other well-known articles are made

familiar to the readers of these juvenile publications, through rhymes, jingles, "tales," etc., supported by catchy drawings. The child too young to read, or just learning to read, does not turn past the advertising pages as containing nothing of interest to him: instead he reads, or demands to have read to him, the "stories" at the very end of the magazine, and thus learns that soaps and tooth-pastes and other common articles with which he has had personal acquaintance in his home have names, just as he and his little sister and the playmates across the street have names.

But in the general magazines the appeal to the child must, except in the case of Kiddie Kars and the like, be made subordinate to the adult appeal. Yet, whenever the opportunity presents itself to introduce the child appeal, it is worth while to do so in a way that really reaches the child, as is the case with the Campbell Kid, the Cracker-Jack lad, the "dolly sample" of Amory, Browne and Co., and similar miniature models. For children are quick observers, rapid memorizers, insistent demanders, and the majority of youngsters peruse all magazines that come into the house. They are on the lookout for something of interest to them. Let them find it in the advertising pages, and let the appeal to them be such that they read the message directed to them, or else are prompted to ask a question which in its reply must advertise the article. The earlier a trade name is impressed upon one, the longer it will last. Win an ardent admirer in childhood and you will have a confirmed follower in old age! There is no doubt that children do "read" the advertising sections, thus familiarizing themselves unconsciously with a great many products, yet they do not peruse them with the same eagerness that they would if they were sure that, scattered here and there, would be found advertisements full of interest to them; advertisements, not of children, necessarily, but for children.

Announcement

Four Color Inserts

IN THE

Standard Farm Papers

In announcing that we have contracted with the Fred H. Ralsten Company, Inc., for a Four Color Insert Service, the undersigned Standard Farm Papers believe we have substantially increased the value and broadened the field of our publications.

THE FRED H. RALSTEN CO.

117 No. Dearborn Street

Chicago, Ill.,

will publish and manage this service. Eastern office in charge of Wallace C. Richardson, Inc., 95 Madison Avenue, New York City.

The Four Color Inserts are printed on 60-lb. S&SC stock, bound in the center of each of the publications, giving preferred position. The quality of the color work is guaranteed to be up to the standard of the leading magazines. No issue will contain more than four color pages. Only one set of plates and one order required for the eleven publications. 1,200,000 circulation, A. B. C. Forms close forty-five (45) days previous to date of publication.

For open dates and rates, apply to Fred H. Ralsten Company.

"National in Scope—Local in Influence"

Hoard's Dairyman
Michigan Farmer
The Nebraska Farmer
Ohio Farmer
Pacific Rural Press

Pennsylvania Farmer
Prairie Farmer (Ill.)
Progressive Farmer
The Farmer (St. Paul)
Wallaces' Farmer

Wisconsin Agriculturist

Winning Canada with

THE American products which are most strongly established in the regard of Canadians have won their way through magazine advertising.

Some newcomers are led to think that Canada is "different"—that newspapers are necessary *because* Canada lacks sufficient magazine circulation. But they soon learn that Canadian magazines cover the Canadian market *even more thoroughly* than the leading American magazines cover the United States.

It is a mistake to believe that newspapers in Canada have any different characteristics than those of the United States. Their influence is no different, their value no greater, their use no more necessary. They are *not* a satisfactory substitute for magazines.



ith *Magazines*

Canada's magazines have grown remarkably in recent years—in influence as in circulation. National feeling has become greatly intensified, and finds expression in many ways. Canadians are prouder than ever of things Canadian—and particularly so of their own magazines, which are popular as never before, their circulation having doubled within the past few years.

Add to the Canadian circulation of American magazines carrying your advertising a campaign in Canada's own magazines and you have a selling force of greatest possible effectiveness, employed with the greatest economy.

IN CANADA
build National prestige with
CANADA'S MAGAZINES



*ALL these
Magazines are
Members of Can-
adian National
Newspapers and
Periodicals Asso-
ciation, 70 Lon-
don St., Toronto.
Data gladly
furnished. (All
A. B. C. Mem-
bers.)*

Fastest Growing Paper in Canada

Circulation November 1st, 1920, 103,000

Circulation July 1st, 1921, **124,000**

On November 1st, 1921, the Circulation of the

Toronto Star Weekly

(Sunday Edition of The Daily Star)

140,000

The Largest of any Sunday Newspaper in Canada

An average increase of 711 each week
throughout the year, without
solicitation of any kind.

THE TORONTO STAR WEEKLY is a newspaper of exceptionally good quality. It sells at 10c a copy and contains magazine, news, colored comic and rotogravure sections. It has the only newspaper rotogravure plant in Canada. That its circulation will reach

fully 150,000 before the end of the year is confidently expected. Over 104,000 go directly into the city of Toronto and 36,000 elsewhere in the province of Ontario. As an advertising medium no paper competes with it in distribution of circulation or quality of readers.

*The one advertising contract with The Star covers both
Daily and Weekly.*

UNITED STATES REPRESENTATIVES:

CHAS. H. EDDY CO.,

Fifth Avenue Building
New York

Old South Building
Boston

People's Gas Building
Chicago

MONTREAL Special Representative---J. B. Rathbone, Transportation Building

The Daily Star and Star Weekly are members of the Audit Bureau of Circulation.

The Gas Industry Needs a National Advertising Campaign

Spasmodic Attempts Cause Public to Look at the Business with Suspicion—Reasons Are Ample for a Consistent Plan

By Charles W. Persons

Secretary, Advertising Section, American Gas Association

LOOKING at the gas business nationally, the advertising figures are humiliating. A recent survey shows that we are using paid newspaper and magazine space at the rate of less than one-tenth of one per cent of the total value of our products. Many industries smaller than ours and with less reason to advertise than we have, are devoting two per cent to sell themselves, their services and their products to the public.

And how have we been advertising? For the most part by fits and starts, using the once-in-a-while, now-and-then, hit-or-miss, "spurt" methods. Speaking broadly, we never have been persistent, consistent, systematic users of paid space. We have not even learned the beginner's lesson in advertising, which is that there is no such thing as a campaign; that either you advertise or you don't advertise. We either remain silent or explode. We either keep out of the newspapers altogether or use big spaces with reckless prodigality.

Today it is not an uncommon sight to see a company which has long been dead so far as advertising is concerned, suddenly spring into life overnight, and in a terrific splurge of printers' ink extending over a period of a few days or a week, attempt to jam the fundamental facts of the whole utility business down the throats of an unenlightened, or perhaps more often than not, an openly hostile public.

What is the result? The public becomes suspicious. It associates gas company advertising with gas company demands. "I see that the

gas company is advertising again," says the public. "I wonder what it wants this time." And so it goes. Everyone looks for a nigger in the woodpile and when the smoke of the campaign is over and the company officials have paid the bills and have tried in vain to find the results that looked so sure at the beginning, they go back to sleep again with an awful grudge against advertising. The trouble is not with advertising. It is with their misuse of advertising.

INEXPERT AT ADVERTISING

That is the situation the gas industry has to face today. And it holds true of merchandise as well as of public policy advertising. The gas man has a great story to tell, and a great service to sell, but he doesn't know how to put them over. He is like the boy of high-school age who faces a big audience for the first time in his life. He knows what he wants to say better than any other person in the world, but the mechanics of a proper stage presence and of delivery sorely vex him. He is entirely out of his element. He doesn't know how to use his voice, nor does he know what to do with his hands and feet. He starts bravely, however, now in a faint, now in a thunderous voice, now in no voice at all.

So it is with the gas industry, eliminating for the instant the few companies which are successful advertisers. We are hobbling along in the rear of the procession, not because we have not advertised—odd as it may appear—but because we have advertised in the wrong way. There is no need for censure or ridicule. We need help, a lot of good, sound, advertising advice, and the sort of co-

From an address at the third annual convention of the American Gas Association at Chicago on November 10.

operation that leads somewhere.

Candidly, the gas industry is not a consistent advertiser because it has never been fully sold on advertising. Some much-needed missionary work needs to be done. The American Gas Association can't do all of it, or do even the part of it that it wants to do, unless the newspaper publishers, the agencies, and the gas companies that are already advertising in the right way all get into the same boat and pull in the same direction.

Let us see how we can work together. In the first place, every gas company should have an advertising man to take charge of its advertising and public relations work. If a company cannot afford a man for his full time it should get a part-time man. We have been urging this repeatedly and have suggested that the best man outside the average company for this sort of part-time work is a local newspaper editor or reporter.

Here is where the newspaper publisher can co-operate. Let him help us convince the local gas man that he should have a person in his organization to take full charge of all advertising and public relations work. Once such a man is hired and given the standing in the organization that he should have, there should be plenty of advertising business forthcoming. The average gas company manager is too busy taking care of service demands to further burden himself with preparing advertising copy. That is the reason, when he has advertised at all, that he has left it to the solicitor to "get up any old kind of ad"; and the "any old kind" is just what its name implies.

KEEP GAS COMPANY FROM BEING A POLITICAL "FOOTBALL"

In the second place, the newspaper publisher and the gas man need to stand shoulder to shoulder and fight back at the political upstarts who attack the right of the public utility company to advertise. When these ambitious vote-catchers engage in a municipal campaign and after exhaust-

ing their ready supply of invective finally declare that inasmuch as the gas company is enjoying a monopoly in the community which it serves, it is therefore squandering the people's money by advertising its side of the story to that community, it is high time that the newspaper publishers—and particularly those who are supporting the candidates in question—tell them just where they get off. This sort of thing has been going on too long. It is hurting the gas advertising business. Indeed, it is making some companies hold back appropriations for advertising and discouraging others. When will the publishers see this side of it?

In the third place, advertising agencies need to know more about the public utility business than they usually do if they are to prepare the proper kind of advertising. There is great need of research and field work.

The gas man expects, and justly so, that the agency which submits an advertising programme to him has put some constructive thought into the makeup of that programme and at least knows the fundamentals of the gas business.

But the gas man has found by experience that there are few such agencies. For example, the opinion seems to be more or less prevalent among agency men that the gas business and the electrical business are fighting each other. The gas man is told to advertise immediately or he will be swallowed alive by the onrushing electrical man. The fact is that these two major utilities have their futures mapped out along separate and distinct lines. Gas for heating; electricity for lighting and power purposes—these are the future fields of development, and there is no secret about them.

SELLING SECURITIES ANOTHER PROBLEM

Again, there is an idea that outside of merchandise and public policy advertising there is no other kind to be done. How about the selling of securities? Are the agencies aware that the future

60% Export 40% Domestic

"Today our order books show 60% foreign business and 40% domestic.

"There are oceans of business of all descriptions to be had if you will go get it.

"Do not wait for business to overtake you, but go and overtake business."

SAMUEL M. VAUCLAIN

President, Baldwin Locomotive Works

In a recent address
before the Associated Industries of Massachusetts

Baldwin Locomotive Works is one of the many hundreds of manufacturers who have used the **AMERICAN EXPORTER** consistently and continuously through the recent export slump, and who are now able to report an improvement all along the line.

Export trade is the hall-mark of the progressive, aggressive manufacturer, and of the successful product.

Every month the **AMERICAN EXPORTER** carries abroad a strong editorial message of reviving and expanding export trade. Why not tie up to it?

What are you doing to let the world know that *you* and your product are building for the future; not dwelling on the past?

You can send a sales story every month to the merchants in all the foreign markets through the columns of the **AMERICAN EXPORTER**, the world's largest export advertising medium, and thus keep in constant touch with export buyers.

AMERICAN EXPORTER

In Its 45th Year

Penn Terminal Bldg.

370 Seventh Avenue

New York City

financing of this industry is going to be done, to a large extent, through its customers? Here is practically an untouched field for the advertising man. Local securities-selling campaigns are now going on in several parts of the country, and they are meeting with success. But there is only one agency that we know of that has worked out a thoroughly comprehensive plan for selling the customer ownership idea to gas consumers, and of course it is getting the business.

Finally, the attitude of the American Gas Association on this matter of advertising should be stated. We want the American Newspaper Publishers Association and the Associated Advertising Clubs and all other advertising organizations to know that we have urged, are now urging, and will continue to urge that a generous advertising appropriation should be as indispensable an item in every gas company budget as coal and oil, the two basic raw materials of our business.

So far as we are concerned, we have been fully sold on the value of advertising. The question with us is not "Does advertising pay?" but "How can the industry get the most out of it?" And one of our big jobs for the future is to so work with and through the gas companies that they will get down to a systematic basis of advertising and see the futility of spasmodic campaigns.

PRESS AGENTS NOT WANTED

It seems almost needless to state that there is no place in the gas industry for the press agent or the press agent's methods. The industry has never been accused of panhandling news; of trying to get something for nothing. Nor will it ever be, for anyone who knows the makeup of the average gas man is aware of his abhorrence of anything savoring of the brassband, circus type of publicity.

We want to pay our way fairly and squarely as we go along, and deal with the press, as with the public, in an open, straightforward, sincere manner. There is need for closer co-operation, a

little better team work, however, between all parties concerned if the gas business is to attain the dignified position it should hold on the advertising map of the country.

What this industry needs, what it ought to work for, is a great national advertising programme, practical enough in scope and application so that it can be carried on intensively in every community where there is a gas plant, and devoted entirely to the boosting of gas—gas in the home, the factory, the workshop and the foundry. Gas—not as a dying industry, but as one facing its greatest era of development.

Utica, N. Y., Store Follows Namm "No Profit" Plan

As a direct result of PRINTERS' INK's report on the "No Profit" Sales of A. I. Namm & Son, Brooklyn, N. Y., department store, the Robert Fraser department store, Utica, N. Y. conducted a similar sale.

The Fraser store first advertised in newspapers "an open letter to manufacturers and jobbers of Utica and vicinity" appealing for \$100,000 worth of merchandise at once for cash in order that it might be put on sale at exactly the wholesale prices paid for it.

In giving A. I. Namm & Son credit for the plan the Fraser Company in this advertisement said:

"To the everlasting credit of the firm of A. I. Namm & Son of Brooklyn, let it be said that they have shown the way to merchants all over these United States. We in our desire to help are but following their lead and using their plan."

Four newspapers were later used to advertise a series of "No Profit" sales by means of which the \$100,000 of merchandise was disposed of.

Charles Mott with "American Restaurant"

Charles Mott, formerly Western advertising manager of the *Hardware Reporter* and later with the *Modern Hospital*, of Chicago, has become vice-president and advertising manager of the *American Restaurant*, of Chicago, published by the Patterson Publishing Company.

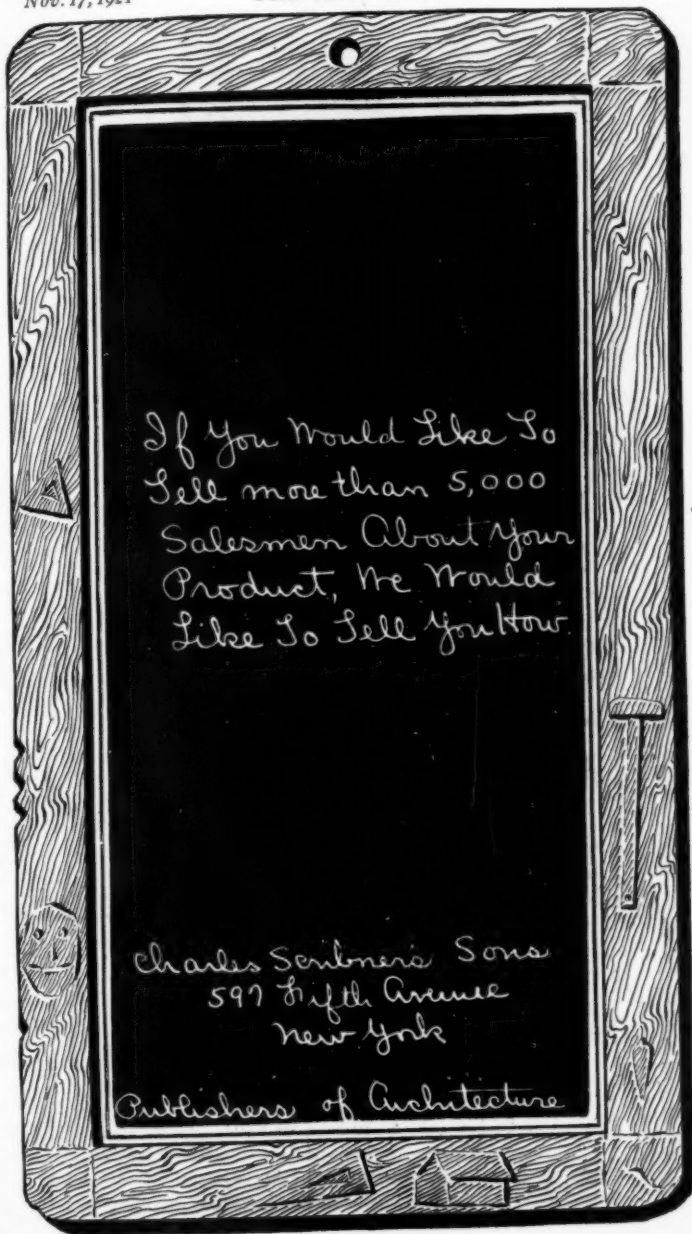
John Hanrahan Organizes Promotion Service

John Hanrahan has resigned as business manager of *The Nation's Business*, Washington, D. C., and has organized a service to promote advertising and circulation for publishers. He will be located in New York.

Nov. 17, 1921

PRINTERS' INK

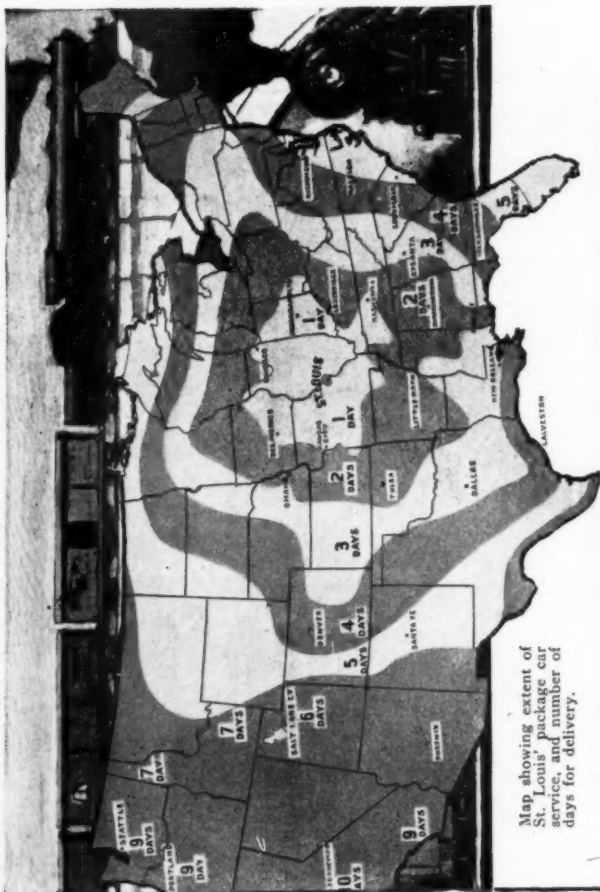
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Where Do You Live?

From this list of widely separated cities you can compute the time of delivery from St. Louis to your door by St. Louis' package car service.

City	Days
Albuquerque, N. M.	5
Asheville, N. C.	4
Atlanta, Ga.	2
Austin, Texas	4
Baltimore, Md.	3
Birmingham, Ala.	2
Billings, Mont.	5
Boston, Mass.	5
Burlington, Iowa	1
Butte, Mont.	6
Cairo, Ill.	1
Chattanooga, Tenn.	1
Cheyenne, Wyo.	5
Chicago, Ill.	1
Cincinnati, Ohio	1
Cleveland, Ohio	2
Columbia, S. C.	4
Council Bluffs, Iowa	2
Dallas, Texas	3
Davenport, Iowa	2
Denver, Colo.	4
Des Moines, Iowa	2
Detroit, Mich.	2
El Paso, Texas	5
Enid, Okla.	3
Frankfort, Ind.	2
Ft. Wayne, Ind.	2



Map showing extent of St. Louis' package car service, and number of days for delivery.

St. Louis' Package Car Service

ST. LOUIS gives shippers a complete package car service, coupled with a checking system that shows the actual time of arrival at destination. This fast freight service on small orders was originated by St. Louis, and has been developed into the best delivery radiating from any city in the country.

Service is the idea behind the package car. The shipment speeds straight to a scheduled destination. The buyer of commodities in St. Louis can make purchases close to the known needs of his locality, and can always be certain of quick and dependable delivery to meet changing conditions.

More than 1,200 package cars with less-than-car-load lots leave St. Louis every night by through freight, by which these mixed shipments move on almost the same basis as express. Local trains pick up these shipments at distribution points and continue on a connected schedule to the smaller towns.

This service, which is attracting business to St. Louis industries, is the **ONLY** package car system that shows the exact schedule to all break-bulk points, checks up on the movement of freight, and by monthly reports of the traffic department of the St. Louis Chamber of Commerce shows the actual time of delivery of the merchandise.

This is one of the ways in which St. Louis is helping its industries and commercial houses to get and hold business. *Your factory in St. Louis would have these advantages. Write for our booklet, "St. Louis as THE Manufacturing Center."*

General Secretary

ST. LOUIS CHAMBER OF COMMERCE

St. Louis, U.S.A.



Ft. Worth, Texas.....	3
Houston, Texas.....	1
Indianapolis, Ind.....	4
Jackson, Miss.....	1
Jacksonville, Fla.....	3
Jefferson City, Mo.....	4
Kansas City, Mo.....	1
Kansas City, Kan.....	1
Lincoln, Neb.....	3
Little Rock, Ark.....	2
Los Angeles, Cal.....	8
Louisville, Ky.....	1
Macon, Ga.....	4
Memphis, Tenn.....	2
Mobile, Ala.....	2
Nashville, Tenn.....	2
New Orleans, La.....	3
New York City, N. Y.....	3
Omaha, Neb.....	2
Paragould, Ark.....	1
Pensacola, Fla.....	3
Philadelphia, Pa.....	3
Pine Bluff, Ark.....	2
Pittsburgh, Pa.....	2
Pocatello, Idaho.....	6
Portland, Ore.....	9
Pueblo, Colo.....	3
Richmond, Va.....	4
Salt Lake City, Utah.....	7
San Antonio, Texas.....	4
San Francisco, Cal.....	9
Seattle, Wash.....	9
Sioux Falls, S. D.....	4
Shreveport, La.....	3
St. Paul, Minn.....	3
Terre Haute, Ind.....	1
Tulsa, Okla.....	2
Vicksburg, Miss.....	3
Washington, D. C.....	3
Wichita, Kan.....	3

The strength of a business is usually determined by the stability of its customers.

We print Artgravure supplements for the following publications:

Baltimore American
Brooklyn Standard Union
Hartford Courant
Newark Sunday Call
New York Evening Post
Providence Journal
Syracuse Herald
Washington Post
Diario de la Marina
(Havana, Cuba)
Theatre Magazine
Field and Stream

Art Gravure Corporation

406 West 31st Street, New York

Telephone Chelsea 4417

Catalogues—Folders—Broadsides—House Organs
Newspaper Supplements—Magazine Inserts

Codified Copy

Clever Satire Shows the First Step in Remaking Advertising into a Science—Also Useful as a Handy Manual for Copy-Cubs

By P. K. Marsh

YOU bump into it everywhere—the Business World is continually harping on the fact that Advertising is not as yet the Science-Which-It-Should-Be. And since the said Business World preaches that it is Good-Business-to-Give-the-Customer-What-the-Customer-Wants, it is certainly high time that advertising men should recognize the potency of this criticism from above and proceed at once to define, codify and standardize advertising into a science (just like selling, for instance).

Obviously, if advertising is ever to become that science which its critics assert that it should be, it must first develop a specific nomenclature for each and every genus, sub-genus and sub-sub-genus, of every action, reaction and equation in the whole length and breadth of advertising. "Millines" is one step in that millennial direction but, of course, it doesn't even scratch the surface of the possibilities. We must have Science and Science necessitates a rigid and ramified nomenclature.

What, for instance, would the science of medicine amount to without the glamour and mystery of lesions, excisions, inhibitions, and a long string of glamorous terms ending in -itis and -osis? What would geology be without its gabbros, schists, and syenites? What would mathematics be without sines, cosines, quadratics and corollaries? Where would engineering be if the initiated could not casually discuss before mystified laymen such abstruse topics as coefficients, abscissae, and moments? In such company advertising is a shame-faced wallflower.

Obviously, too, the first thing in advertising that must be rigidly codified is *Copy*. Too long has it rambled heedlessly, need-

lessly, to and fro, hither and yon, without the improving restraint of exact definitions and a specific terminology. Just listen in at a copy conference and you will see what I mean. To explain a proposed copy-style, typewritten samples are required, in spite of the fact that the mere mention of a style-name should be sufficient to define a treatment. Undoubtedly (and shamefully, too) there are seasoned experts of twenty years' practice who, even today, can't classify their copy beyond such sketchily inexact descriptions as "reason-why," "human interest" and "atmosphere"—and yet are permitted to draw notable salaries on this wholly inadequate, rule-of-thumb foundation. Science blushes at the mere thought of so loose and happy-go-lucky a functioning.

Assuredly and inescapably there are those who will criticize this pioneering toward the science-goal and will introduce such futile, aside-from-the-point arguments as "What does it matter whether or not copy men can classify their copy so long as they sell the goods?"

Gentlemen—such critics lack the scientific habit of mind.

THE NEED OF CLASSIFICATION

In the realms of Science that which is nameless does not exist. The instant its existence is even vaguely suspected, the scientist immediately labels it with his own name or a name of his own choosing. Thereafter it can be detached and discussed as simply as any beetle in an entomologist's glass case. If we are to have a science, we must have a nomenclature.

So here goes for the first step in the scientific codification of advertising copy.

Nor will I demean our infant science by establishing the petty

precedent so deeply rooted in other sciences which allows the self-lauding discoverer of an unnamed something to tie his own name to it in a fantastic, awkwardly coined adaptation. In the Science of Advertising let us have no Wollastonite or Smithsene, no Oslerism, no Baumé test, no Einsteinian theories.

Right from the start-off let us have warm, meaningful titles, verbal handles which the verdant neophyte and veriest novice can grasp and brandish with a non-slip grip. Advertising needs none of the mummery and flummery required by other sciences.

And now let us get squarely down to cases.

First and foremost, let us rope and brand that commonest of species—the copy that sweeps everything before it in a dominant avalanche of laudatory syllables. All of you will recognize this as Dominant copy in its natural state, all ready to be clipped and card-indexed in your pattern-file.

Dominant

"The Blinkety trade-mark on a gew-gaw is a proof of divine direction. The Blinkety Gew-Gaw was conceived sixteen years ago and now stands a dream fulfilled. Inspection is carried to the *n*th degree (but we can't back this up by tangible evidence). Blinkety owners have only praise for their Blinketies. The Blinkety is the supreme achievement of the age and will long endure as an enduring monument to American Industry. Insist (whether you know why or not)—insist on Blinketies."

(The parenthetical matter in the above paragraph is, of course, merely extraneous editorial comment.)

Since the tone of the Dominant is distinctly up-stage, for contrast's sake, let us directly follow it with the style that is aimed right down to your level and mine and slaps us sharply on the back in instantly appealing, hail-fellow-well-met fashion. This we can best term—

Patois du Curb

"You said it, Perk, old baccy merchant—when a guy like me wraps a lazy lip around a Dolorosa, then it's toot sweet to the beach at Wai-ki-ki. A box of these here new Dolorosas in a kippy cedar coffin is a handout fit for Roscoe Q. Gotrox himself. Yet two bits buys a vestful."

The third corner of the copy-triangle is occupied by the two styles that are planned to send tremors up our imaginations. There is no direct assault about them as in the two previous selections. By crafty indirection (*e. g.*, subtle stuff) they lure us blindly to the dotted line and we have purchased almost before we know that our pocketbooks are in peril. One is the—

Thrillodramatic

"The plangent flames with swirling, blood-red fingers slapped savagely at the prey they sought. Below the ridge-pole slumbered tiny Billy Tompkins in unknowing peril while his parents sat enthralled in the village movie, ten muddy, untarvated miles away. But—pause—the flames flicker—AND DIE AWAY! Snifkins Patented Non-Conflagrato Shingles have saved Billy's childish dreams. Write for descriptive booklet."

The other may be tabulated as—

Slow Music

"LINCOLN NEEDED JIGGET"

"On the cabin floor in the flickering light of a bed of dying coals Abraham Lincoln laid the foundation for future greatness and myopia. Your children—praise be to heaven and The J. Q. Jigget Mfg. Co.—need only be great—never nearsighted. A Jigget Domestic Lighting Outfit, operating on kerosene, brings daylight into mansion and tenebment for 3-16 cents an hour. One two-cent stamp invested today in writing for our de luxe brochure 'Spreading Sunlight through the Gloom' may turn your children's footsteps toward the White House."

Technical copy as a department

PROGRESS IN 1921

Better Fiction

Stronger Departments

Better Paper Stock

50,000 More Subscribers

\$60,000 More Circulation Receipts

Growing Reader Response

Steady Advertising Volume

We've had no depression

*Use this Progressive Magazine to
Reach the Small - Town Folks*

PEOPLE'S POPULAR MONTHLY

"The Magazine of Home and Community Service"

CARL C. PROPER
Publisher
DES MOINES, IOWA

Circulation
650,000

GRAHAM STEWART
Advertising Director
76 W. Monroe St.
CHICAGO



Visualize Your Business

A RAND McNALLY MAP SYSTEM gives you the full story of your business at a glance. It takes the facts and figures out of books and files and spreads them before you in a composite picture. It is a living, breathing record of your business—a portrait of your distribution, your sales policies, your advertising campaign—*your service!*

RAND McNALLY MAP SYSTEMS are invaluable for weeding out dead towns, for keeping in touch with dealers, for analyzing buying tendencies, for cutting traveling expenses, for uncovering new business, for routing shipments economically, for giving customers prompt attention, and as an advance danger signal on slumping sales.

We shall be glad to discuss your particular problem with you. The small concern, as well as the large, can use a RAND McNALLY MAP SYSTEM to advantage.

RAND McNALLY & COMPANY
Map Headquarters

536 S. CLARK ST., CHICAGO 42 E. 22ND ST., NEW YORK

WRITE FOR A BOOKLET ON THE USE OF MAP SYSTEMS

is, of course, somewhat more rigidly corseted by limitations than is the advertising of general merchandise, although technical adaptations of styles such as the Dominant and Thrillodramatic are fairly frequent. The major treatments in technical copy, however, are two in number. First, there is that method which, according to one group of executives, opens the only path to "the engineering-type-of-mind." Because of its utter exactitude it has been appropriately termed the—

Blue-Print

"Each bearing in a Hoggson-Burnham-McIntyre-Squiggs Patented, Inter-Oscillating, Direct-Action Universal is accurately machined within one-ten-thousandth inch from specially alloyed Hoggson-Burnham-McIntyre-Squiggs phospho-bronze ingots and is automatically lubricated by the patented Hoggson-Burnham-McIntyre-Squiggs Force-Feed Grease Injector through 3-16 inch internal apertures discharging directly on points of greatest wear, etc., etc."

Opposed to this school of technical copy is that other which blandly ignores all such clutter-some detail and attacks the problem solely on the basis of performance. Because of its all-inclusive character, it has been aptly labeled the—

Omnibus

"The Simplex is the world's standard for volume of output, economy of operation, labor-saving efficiency, minimum up-keep cost and enduring service."

The one weakness in this latter type of copy is that three out of every four of Simplex's competitors are probably duplicating it and hence the reader may become confused. However, it always rules as a prohibitive favorite in Art Departments because it gives the layout man 99-44/100 per cent freedom of restrictions.

With the advent of correspondence schools and "How-to-Succeed" books came a type of copy which has since been adapted in

unsportsmanlike fashion to other topics. This treatment is fundamentally merely an adult variation of the Peter Pepful and William Waster fables formerly prepared solely for juvenile consumption. Since the reader is called upon to accept the lesson as a gospel-truth, bonafide, cross-your-heart-and-hope-to-die slice from Life itself, it may be properly called the

Verisimilitudinous

"They met in the corridors of an exclusive club. One was a white-bearded magnate high in the inner circles of the S—— O—— Co.; the other a man scarcely out of his twenties. Side by side they walked toward the cloak-room. Suddenly the older man broke the silence—'The Street certainly went crazy today,' he volunteered.

"A scant second the younger man hesitated—he sensed his opportunity. In crisp, well-chosen words he explained to the older man how the price of German marks, the delay in retail deflation, the opening up of the oil fields in the Arctic Circle and the condition of funds in the Fifth Federal Reserve District had all co-operated to force a rise in Amalgamated Alfalfa.

"The older man listened entranced.

"At the close of the explanation he boomed—'Young man, you are the man we want as operating vice-president of our export corporation at seventy-three thousand dollars a year.'

"Given the same situation, could you have made the grade?"

"The Man who Grasped the Opportunity had read our four books—'The Dominance of Will,' 'The Fifteen Fateful Factors in World Commerce,' 'The Human Voice—a Master Tool,' and 'Short Cuts to Youthful Millions' by John G. Hackwork—Complete set in gilt-lettered buckram, only \$8.75. Easy payment plan."

Set in small type with sufficient additional matter to eliminate white space, the Verisimilitudinous style is a sure winner.

Just as the Verisimilitudinous

encroaches on the domain of *belles lettres* by approximating the short story, so does another style crowd that other corner of literature occupied by more pretentious writings. No other treatment gives the copy man quite such a big-league opportunity for word-slinging as does the—

Allegoraceous

"As the tungsten filament outglows the tallow-dip, as the tapestry-clad limousine surpasses the jolting ox-wain, as Balboa ventured on through dark tropic jungles to the vista of a new hemisphere, so does the Jenkins Model 16-A, here announced, transcend all past achievements in its line and transport its user to a realm of satisfaction never before experienced."

When duly accompanied by a mural fresco of one or two half-draped, symbolic figures, a piece of Allegoraceous copy will usually get framed and hung in the president's private office.

Few copy writers, I imagine, entirely escape those moments when Anglo-Saxon seems feeble and uninspired, utterly ineffective to cope with the delicate nuances of their topics. Nicotine is unavailing and thesauruses fail. In such a crisis the usual panacea is a liberal application of Frenchified phrases in the manner entitled—

Anglogallic

"There is a *je ne sais quoi* about the *tout ensemble* of a Snigg's Own Special which is difficult to express *en masse*. In its *chic* silhouette there is an immediate suggestion of *aujourd'hui* which is apparent even *en passant*. Lovers of the *retrousse* will find it *bon ami*."

If even this fails and closing date threatens, there is still a quick haven of refuge waiting—*e. g.*,

Simple Dignity

"In the truly exclusive clubs it's always Wrigler's."

Of course, there are still other copy-treatments beyond these ten. Let no reader hastily assume

that I do not realize the existence of the *Who's Who*, the *Pseudo-Poetical*, the "*I-am-the-Printing-Press*," the *Nephew's-Bright-Idea*, the *Utterly-comic* and perhaps a dozen more of lesser magnitude.

However, it is neither my intention nor desire, single-handed, to transform advertising into a science. I deem it my destiny merely to point the way—to others I leave the glory of blazing the trail and paving the ultimate highway.

If none there be to follow, then have I writ in vain.

Co-operative Plan Aids Irish Industries

Co-operative advertising proved its worth as a speedy remedy for the difficulties developed by Irish industries in the vicinity of Dublin through inadequate advertising. Although there had been enough general advertising of Irish industries, little of it had been designed to tell Irish consumers exactly what goods of Irish manufacture were obtainable.

A Dublin advertising agency suggested that Irish manufacturers advertise co-operatively in newspapers, arranging every advertisement to contain an indexed list of Irish-made goods, followed by the names of their makers and their brands. Advertisements were inserted once a week in fifteen newspapers, the space of each advertisement being sufficiently large to dominate the page on which it appeared.

The plan has had impressive results. Thousands of people cut out the lists and use them as shopping guides. Many of the manufacturers participating have been overwhelmed with orders, notably the cutlery, tobacco and cigarette and knitting industries. The campaign is being continued.

Saxe Agency's New Accounts

The Saxe Advertising Agency, Boston, Mass., has secured the accounts of the Depyro Laboratories, Portland, Me., manufacturers of Depyro tooth powder. Dr. Woodman's Laboratories, Portland, and Alles & Fisher, Inc., Boston, makers of J. A. cigars. Newspapers are being used.

A New York office has been opened in New York, Irving Saxe, Jr., is in charge.

John Cole with Lord & Thomas

John Cole has resigned as vice-president and general manager of the Tullograph Art Company, Los Angeles, to become associated with the office of Lord & Thomas in that city. He was formerly advertising manager of the Catalina Island Co.

Writing in the Sand



EVERY year, uncounted millions of flimsy advertising signs fade, rust or disintegrate into illegible eyesores. Next year millions more take their places and, in turn, are thrown away.

Are your advertising signs a part of this constant waste?

Do you know that this is inexcusable waste—that you should demand signs that will withstand the severest weather for years.

Can such signs be bought?

Satisfy yourself. Write for a free "Ing-Rich" Porcelain Enameled Iron Sign, and test it—along with the sign you are using—in any way you wish. We will be glad to show you how the inserting of an item for "Ing-Rich" Signs in your advertising appropriation will reduce your sign expense to a minimum and stop an unnecessary yearly wastage.

If you are sufficiently interested we will make you an "Ing-Rich" Sign in any design, size, shape or colors you wish. Send us your present sign or give us your sign idea. We'll do the rest—promptly—and absolutely free.

**INGRAM-RICHARDSON
MANUFACTURING CO.**

COLLEGE HILL • BEAVER FALLS, PA.

"Fadeless Publicity in Everlasting Porcelain"

Advertising Managers and Agencies

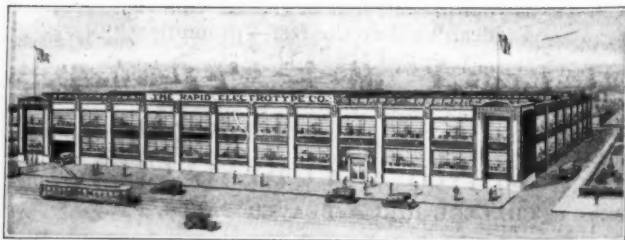
A brochure of historical, instructive and practical knowledge to all interested in the Graphic Arts, entitled "FROM XYLOGRAPHS TO LEAD MOLDS," A. D. 1440—1921, *will be mailed to you for the asking.* Compiled and issued by

The Rapid Electrotpe Co.
CINCINNATI, OHIO

Chicago
Monadnock Bldg.

Detroit
Krege Building

New York
200 Fifth Avenue



The new \$400,000.00 home of the world's largest maker and distributor of newspaper advertising plates, wholly occupied by The Rapid Electrotpe Company.

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Better Retail Merchandising Follows Sellers Campaign

Kitchen Cabinet Manufacturer Teaches Merchants the Relation of Advertising to Selling

By O. P. Perkins

Vice-President, G. I. Sellers & Sons Company

I HAVE read and have been told, and I gather from my own experience, that some manufacturers and merchants feel that they have done their entire duty by their advertising when it is prepared and run in the mediums scheduled to carry it. They do not attempt any merchandising of the advertisement or give it any support. But the plans of the G. I. Sellers & Sons Company consist of about 25 per cent advertising and 75 per cent merchandising.

There are some cities and many towns in the United States where we have no accounts and we are not deluged with inquiries from that vicinity. The merchants are not writing us imploring us to come and sell them our line and the consumer is very little interested; therefore, we know that advertising alone would not put over our proposition. We know that we have to work hard to sell our plans to the merchant.

Another thing that we know is that our national advertising creates a favorable impression in the minds of the people. Just as soon as we can induce a merchant to put our line on his floor and in the window, using the window display that we furnish him and a campaign in the newspaper and permitting us to come and hold a store meeting and teach his sales force how to sell our cabinets, we can prove to him that we have interested the people in that community through national advertising, because they come in and buy the cabinets.

It sometimes takes a lot of persuasion on our part to get merchants to support the national advertising. After they have run

one of our local campaigns they know just what it means when we ask them to tie up with our national advertising and cash in on it and we have very little difficulty after that in inducing merchants to run campaigns again.

Sometimes the merchant feels, after advertising Sellers several times, that the saturation point has been reached—that he has sold all of the cabinets that can be sold in his town or city. Then we ask him to take a map of his vicinity and put a blue tack in it in every place where he has sold a kitchen cabinet and a red tack where he has not sold kitchen cabinets. Nearly always the red tacks are so numerous that they overshadow the blue.

A few months ago a hustling merchant wrote us that he had reached the saturation point, but in August we induced him to go after the kitchen cabinet business again, and to his surprise he sold thirty-two cabinets in three days. The last week in September he made another effort and sold seventy-four cabinets in a week. This so encouraged him that he is planning another sale, and he believes that he will sell at least 100 cabinets.

RETAILER ADAPTS IDEA FOR OTHER LINES

There is a retailer in Indiana in a city of about 30,000 who had two very unsatisfactory weeks in September. The manager of this store asked me to talk to the local Rotarians. I told him I would do this if he bought a carload of Sellers Kitchen Cabinets and put on a sale. He said he would do it. After I talked to the Rotarians I went to his office and learned that he was not serious in his promise. He told me that he

Portion of an address before the Advertising Club of Indianapolis.

had twenty-seven cabinets on hand and he felt that number was sufficient. I told him I would release him from his promise, provided he would give me a few minutes to tell him what I thought he could do if he would buy this car of cabinets. I displayed our national advertising, calling his attention to the number of full-page advertisements that went into the dominant homes in his city during the year. If he would support that advertising by running a big campaign in his newspapers and by giving us a good window and honestly lending us his support, I felt we could sell 100 kitchen cabinets the following week. More than this, I believed he would not only sell cabinets but that he would bring people with money to spend to his store to make other purchases.

The purchase of the more important things in our homes is a real event. It will be a long time before the home interests of this country do not centre around the kitchen and dining-room, and especially around the things mother has to use. I told the merchant I believed the furniture merchant does the poorest job in this country of helping women to sell their husbands the things they really need. I believe that in every home there is a need for something and that the woman wants to buy it. Perhaps she has been talking to her husband about it for five years. She has been trying hard to sell him that idea and she is praying for some merchant to help her by submitting a liberal proposition in the newspaper.

They sold more than 100 kitchen cabinets in that merchant's store in a week and they gave us an order for eighty cabinets more so they can put on a sale the middle of November.

The next week they made an arrangement with a mattress manufacturer and sold 112 mattresses. The next week they put on a demonstration in the window for a manufacturer of davenport and they sold a lot of davenports.

The Sellers factory has run full through this depression because

we have convinced our merchants that there are a lot of people that continue to work through bad times and that if you will try hard enough to interest these people you will get their money. We support our advertising this way.

Merchants ask us how much to spend for advertising, what percentage. We tell them to forget percentage, spend enough to put over their plans, but not to advertise till they are ready to back up the advertising.

We think it is a privilege to be able to buy space to tell about our cabinets to the public and we fully appreciate the support our merchants give us.

Philadelphia Has Junior Ad Club

A Junior Advertising Club was organized November 7 in Philadelphia. The movement was started by Irvin F. Paschall, president of the Poor Richard Club, who appointed Thomas J. Mulvey, George B. Donnelly, and William F. O'Donnell, Poor Richard members, a committee to take care of the preliminary work of organization. The meetings are held in the Poor Richard Clubhouse.

F. K. Pennington with A. B. Dick Company

Frank K. Pennington has been appointed general sales manager of the A. B. Dick Company, Chicago, maker of the "Edison-Dick" Mimeograph. Mr. Pennington was formerly assistant general sales manager of the Columbia Phonograph Company, New York.

Elected Vice-President of E. T. Howard Co., Inc.

Charles J. Savage has been elected vice-president of the E. T. Howard Company, Inc., advertising agency of New York. He was formerly with the Guaranty Trust Company and Frank Seaman, Inc., New York.

Florida Publishers Will Hear Ed Howe

Ed Howe, publisher of *Ed Howe's Monthly*, will address the Associated Dailies of Florida at a meeting to be held at Miami on November 19.

H. C. Baldwin with "Fashion-Art"

Harry C. Baldwin, formerly with *Vogue*, has joined the advertising department of *Fashion-Art*, Chicago.



122,000 Population —

The territory served by The Gazette within a 25-mile radius of Janesville, Wisconsin, contains 122,000 prosperous people who are able to buy anybody's product.

The population in the towns in this area is 76,498, and of the country 45,502. The Gazette's 10,000 circulation is the only thorough coverage possible. No other medium can possibly be sufficient here.

The circulation of The Janesville Gazette is the largest in the United States in any city between 18,000 and 20,000 population.

Quite a few advertisers who previously held their newspaper lists to towns of 25,000 population and over, now include The Janesville Gazette because of this unusual condition. These advertisers do not make up their

lists as lists were made up years ago, exclusively on a basis of population of the city in which a paper is published, but now pick their towns on a basis of conditions and service, realizing that every market is individual and requires individual treatment.

In Janesville 90% of our industries are operating at better than 75% normal; local stores report business as being very good; bank loans to farmers are being repaid when due; motor car sales increase each week. Can you ask for a better field in which to sell your product?

Try it out in the Janesville market. Complete co-operation—intelligent information—effective effort—offered free to national advertisers by our Service Department.

Send for survey.

THE JANESVILLE DAILY GAZETTE

H. H. BLISS, Publisher

"An Unusual Newspaper"—Member of Wisconsin Daily League

M. C. WATSON, Eastern Rep.,
286 Fifth Ave., New York City

ALLEN-KLAPP CO., Western Rep.,
1336 Peoples Gas Bldg., Chicago



IT TOOK years to show Napoleon that he couldn't conquer the world. And it has taken years to satisfy some advertisers that their advertising program is incomplete when they leave out Telephone Directory Advertising.

The number of advertisers using this medium grows constantly. Here's the record of the New York City Telephone Directory:

May 1917 issue	900 advertisers
May 1918 "	1200 advertisers
May 1919 "	1500 advertisers
May 1920 "	1550 advertisers
May 1921 " (Dull times, too)	1750 advertisers

80% of these advertisers renew or increase their space year after year.

Don't miss the next issue

*Call Vanderbilt Official 60
for rates and particulars*

NEW YORK TELEPHONE CO.

Finding the Time and the Place for Advantageous Advertising

Proof Conclusive That There Is Always a Most Receptive Moment on the Part of the Prospect

By W. Livingston Larned

IT was not mere chance that led the advertiser of Ridgeway's Teas to secure end-of-car position for a certain striking card and to headline it "Tired?" Every night, or late afternoon, in every car of a great many trains, an immense flock of commuters faces the query.

"Tired?" Yes, most of them are, after a day's hard work in the city. And when the suggestion is made that perhaps a comforting cup of hot tea might go a long way in the direction of bringing relief, the tie-up is well-nigh perfect. For it is delivered when people are fatigued and when the mere mention of it strikes a responsive note. True, it may be that the same card appeals to the crowd when it is en route to work in the morning, but the evening audience alone is worth while and makes that particular message a stroke of copy-writing diplomacy.

There is certainly such a thing, as striking the prospect when he is most receptive.

The advertiser is learning to take advantage of this opportunity. Special copy written for special seasons or places or conditions is merely to handle the campaign scientifically, if the term may be applied.

Specialization is nearly always better than generalization. One advertiser has said that he would rather be sure of talking to 100 interested persons than to 500 indifferent prospects.

It requires special attention on the part of the advertiser. It necessitates keeping a finger on the public pulse and watchful eyes on what is transpiring the country over.

The manufacturer of an all-round household utility has a corps of departmental investiga-

tors whose duty it is to keep track of building operations. When city statistics and reports show that unusual operations are in progress in a certain section, the advertiser goes there with local advertising. Thus, if word comes from a certain city that hundreds of homes are being built, a special campaign is run appealing to owners of new homes. It catches them when they are receptive, when it will soon be necessary to install this very article.

Advertisers are beginning to realize the value of special campaigns to appeal to vacationists. There are thousands of popular resorts where, during the season, many persons gather. The audience is ever-changing and shifting, but this is not a drawback, and, in the aggregate, it constitutes a highly important classification.

In the small local newspapers of some of our most famous summer resorts this past season a number of advertisers have tried out the scheme. One we might mention had to do with the special yarns used for knit sweaters. The raw material was advertised, together with directions and illustrations for the making of most attractive models. The investigator who had gone over the field early in the year learned that in a single season no less than 10,000 women visited this resort, remaining from two weeks to two months. The knitting of sweaters was a popular fad. "Everybody was doing it." He made one other discovery: visitors to the place, a seaside resort, read the local newspaper, since it contained important notices of events, social doings, etc.

The advertising, therefore, had a receptive audience automatically manufactured in advance. Distri-

bution had been taken care of and sales were spurred satisfactorily. It meant more than a temporary gain; it meant introducing the product to the consumer when the consumer was in exactly the right mood, and sales would surely continue long afterward, once a buying habit was established.

It was not long before other manufacturers followed suit. One, the maker of a flaked soap for the washing of delicate summery clothes, has found that such advertising reached a high degree of receptivity. Women were afraid to entrust the laundering of their fineries to strangers and preferred, with the least encouragement, to wash out such articles themselves in their hotel or boarding house rooms.

An advertiser of dentifrice has found that direct campaigns, sent to school teachers, has greatly increased the demand for his product among school children, and the proximity of posters, near buildings devoted to learning, clinches the argument. The teachers, for the most part women, seemed to be flattered when they were put on the mailing list and did everything in their power to further the interests of the product once they were assured that it was worthy.

Advertising that exploited comfort shoes was most successful, in its accessory pieces, when booklets and leaflets were distributed where people were on their feet a great deal and consequently suffered most from aches and pains of fallen arches and the like.

It has been found that outdoor magazines are excellent mediums for food products that lend themselves to camping. The hunter or the fisherman is very susceptible. His appetite comes first—or almost first. Talk to him about the "crisp, tasty bacon as it flavors-up over the camp fire" and he will make a mental note of the advertisement. He will even introduce it, in advance, in his home.

Another advertiser—this time it is a patented device for automatically regulating the home furnace—did some intensive studying before he finally decided upon a

newspaper campaign in behalf of his product.

With the first approach of cold weather he found that men on trains were much inclined to discuss their home heating plants. They talked coal, and the price of coal, and "starting the old furnace" and kindred themes. They were far more concerned over this subject than the most vital news item.

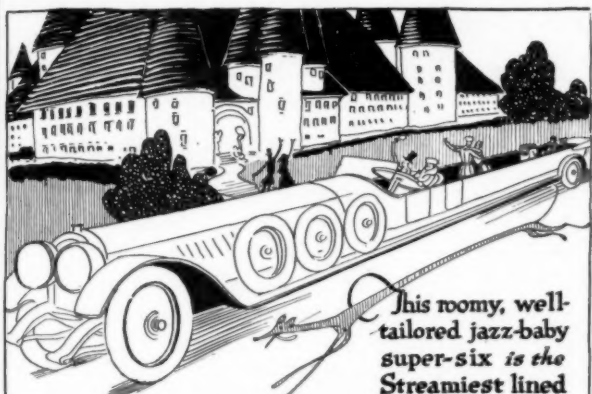
Therefore he began, with the first touch of frost in the air, a morning and afternoon newspaper campaign, couched in the very language of the men who were even then discussing weather and furnaces and the cost of coal.

The advertisements were almost a literal translation of what was going on in every train that left the terminals of the great cities.

His advertising paid. Yet there was no mystery connected with it. His audience was prepared in advance. He had simply found the psychological time for these talks.

We know of one advertiser who followed most carefully the route of a well-known circus. When the circus posters went up in a town and when local newspapers carried circus display, he was right alongside in every instance. This product, of course, happened to be kindred in every sense—a packaged candy with national distribution. The advertiser realized, however, that the candy and the circus spirit went together and that if he could get enough people to try it out on these occasions, there would be a steady repeat.

The specialized audience is not a new idea. That advertisers have never studied it sufficiently seems to be an acknowledged fact. We recall, in this regard, the grocer who kept his eye on the special sale of kitchen cabinets in his town. A great sale was started that lasted a week, and hundreds of the cabinets were sold. The grocer, working with the hardware store, called on every woman who had purchased one, and sold her enough goods to stock the cabinets, merely on the strength of special suggestions and service. It was an idea and it worked.



Some of it made in our own Factory
Was \$6000. - Now \$475.³⁰

This roomy, well-
tailored jazz-baby
super-six is the
Streamiest lined
car on the market

STREAMLINE SIX

"The Black Sheep"—the tremendously successful house-organ of the Ethridge Company—has been a friend-maker and a money-maker. Since the first issue, 3726 letters have been received asking that the writers' names be added to our mailing lists. We are creating similar house-organs for others. Be the first in your field to reap the profit of this innovation. If you have never seen "The Black Sheep," send for one of the issues and ask us how the spirit of the idea can be applied to your own business. It makes UNFORGETTABLE advertising of wide reader-appeal.

W. LIVINGSTON LARNED.

ETHRIDGE

25 East 26th St., N. Y. 203 So. Dearborn St., Chicago

Do you know Transportation publicity printing?

Are you capable of visualizing the possibilities in developing the business of Steamship and Railway companies by creating printing that will help those transportation companies accomplish their purposes?

This means is taken to get in touch with you.

Realignment in our Sales Department, and business expansion, made desirable the addition of two men to our sales organization. One such man has come to us and is doing well. We need one more, that increasing opportunity may be cared for.

The calibre of man we require is not a peruser of the want ad columns of the daily papers, nor of a roving disposition with his ear constantly to the ground for a change of job.

The man we have in mind is one who is thoroughly experienced and highly successful in his present connection, but who for some legitimate reason, through no fault of his own, and beyond his control or remedy, is not happily situated.

If you are that man, with the ability to sell printing in a large way, more especially in the field of creative transportation publicity and the capacity to adequately represent our institution, and to enlarge your present sales with the aid of our backing and diversified facilities, we believe it would be to our mutual interest for you to call.

By appointment only.

WYNKOOP HALLENBECK CRAWFORD CO.

"Printing Headquarters"

PRINTERS & BINDERS

80 Lafayette Street

NEW YORK

Uncovering Scavenger Competition

EVER hear of a "snow bird" dairy? Like other dairies, that have not yet been so minutely classified and catalogued, it is one that sells milk and other dairy products, but also is a source of annoyance and expense for what

**"Thou
Shalt
Not
Steal!"**

One of the
10 Commandments!

Deliberate theft is going on right under your nose every day—by certain dairies who persist in using milk bottles which are the property of other dairies, and which bear the names of other dairies.

We know you have a keen sense of justice, and we know that you will help us reduce our big bottle loss, which now amounts to over \$4000 a month, equaling 30,000 milk bottles.

**This Must Be Done Quick
And You Are the One to Do It!**

Look at the labels cast in the bottles you receive, and if they differ from the dairy of whom you buy milk, then notify immediately by phone the dairy whose name is on the bottle and also the name of the dairy from whom you bought. This will assist us in stopping such thievery and the big bottle saving will be returned to you in **LOWER MILK PRICES**.

THIS DEPENDS ON YOU TO ACT NOW.

The Clover Leaf Dairy Co. Phone Main 825.
Hemlock Creamery Co. Phone Hemlock 325.
Morgan & Kile. Phones: Morgan, M. 1657; Kile, W. 6740.
Peerless Creamery Co. Phones Main 2877-2878.

INJUNCTION FROM MOUNT SINAI FURNISHES ADVERTISEMENT HEADLINE

we may call an established dairy having ample financial support.

The "snow bird" dairy, then, does not have ample financial support. But this fact is not the surface cause for this designation. The name comes because such dairies are adept at the game of not having any original bottle expense. The bottle of any dairy will do, even though sanitary ordinances forbid the practice, and even though the name of the rightful owner has been blown in the bottle.

Four dairies in Chattanooga, Tenn., aided by the *News* of that city, have used advertising in that newspaper to meet this situation.

For one month they have used copy that stated the facts in the case. This copy has focused the limelight of publicity upon the offenders, and has quoted from the city ordinance that expressly forbids the refilling of one dairy's bottle by another dairy.

This advertising and the invoking of the law in cases reported by consumers has exposed the "snow bird" dairies to the public and has saved the four dairies taking part in this campaign from needless expense.

Farmers Asked for Criticisms of Case Tractor Copy

"Does Our Advertising Help You?" the J. I. Case Threshing Machine Company is asking farmers in its current farm paper advertising on the Case Tractor. Fifty dollars in prizes will be given for the best answers.

The copy reads in part: "You can't know too much about tractors. For this reason our advertising is purposely designed to help farmers to know good tractor features wherever they see them."

"For instance, in the October issue of this paper we took a whole page to discuss an important feature of tractor design—one that goes a long way toward determining the economy of operation and durability of a tractor."

"1. Did you read that October advertisement?"

"2. Is that the kind of tractor information you want?"

"3. Or would you rather read how you can work your farm better, in less time, and at lower cost, with a Case Tractor?"

New Name Is American Homes Bureau

At a meeting of the officers and executive committee of the Furniture Publicity Bureau, with headquarters in Chicago, the name was changed to that of the American Homes Bureau. This was done to permit of a more universal appeal to take away the taint of commercialism which might be raised where the term bureau is used, and to permit of a broader scope of activity. Robert W. Lyon, formerly of the Logeman Manufacturing Co., St. Louis, has been engaged to assist managing director Robert L. Jordan.

L. F. McCarthy with Cincinnati Advertiser

L. F. McCarthy, formerly export advertising manager of the Firestone Tire and Rubber Company, and later with Evans & Barnhill, Inc., New York, has become advertising manager of the Rheinstrom Bros. Company, food packers, of Cincinnati.

The Actline Idea Applied to Everyday Business

(Continued from page 6)

fact that given a certain set of conditions you cannot write anything else. Those old merchants in London who advertised the arrival of the good ship *Betsy Jane* from China, bearing a load of silks and spices, were forced into saying something that would rouse public interest. They couldn't make an announcement—it had to be an advertisement—although quaintly headed "announcement!"

It is only where the product has become an everyday thing that the rules are necessary. But if it were your task to advertise a sunset, it would be helpful for you to understand precisely what you had undertaken to do and have a definite course of procedure.

Out of the many problems put up to me one may suffice to show where Actline copy leads. An advertiser whom I esteem very highly sent me a copy of a land advertisement. This read, "Own Your Own Home," "Save Rent," etc. The main appeal in this copy is not very strong, for while cupidity is the second most powerful human motive, he uses it only in a diluted form. Observe:

"Let Us Send You a Dollar!" is at least fifty times stronger than "Let Me Help You to Save Your Dollar."* Then in this copy follow anecdotes of fortunes made by early real estate investors. This is no longer a new device, and at best could hardly influence up-to-date readers.

The first thing in rewriting this matter into Actline copy is to ask

just what we are trying to do.

Answer: We are trying to sell ten-acre tracts of land—small farms—situated near a city.

So it is clear that the appeal is to a would-be farmer—a man who would like to live out of doors, and who may have an idea that he can beat the regular farmer at his own game.

An outline for Actline copy might start out:

"Let Us Send You a———"
Here you might fill in the name

<h3>Play Sets the Stage</h3> <p>Some folk play being sick; others, more sensible, play being well. Some of us play being meaner than we really are; others, more sensible, play being more kind and considerate than we honestly feel. Play sets the stage—in time the reality begins to catch up with the dream. Suppose we play this coming week that we are sturdy Christians.</p> <p style="text-align: center;">* * * * *</p> <p>Come to Old Trinity Church tomorrow, it will help you make your dreams a reality. You will be cordially welcome at the 11 o'clock service at the earlier one at 8 o'clock. Full-priced chairs at the 11 o'clock service. Newcomers are not asked to contribute. You may have a faculty pew just for the asking, and speak with a church bazaar, if you are homelike.</p> <h3>TRINITY CHURCH</h3> <p style="text-align: center;">Episcopal (Corner of Broadway and Fourth) Eighty-Six Years of Service Niles, Michigan The Rev. Harold Hale, Rector</p>	
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CHURCH USES ACTLINE WITH SUCCESS

of something that you had actually raised on this very piece of land. It could be a strawberry as big as a young tomato or a Silver King onion, if there is such a thing. It might take a year to prepare for this advertisement. But that's a part of the Actline idea. Be thorough. Get right down to the root of the matter. Follow the offer of the sample product with an analysis of the soil by the State University. Then an analysis of the water on the place. Here we begin the legitimate loading of the coupon. The advertisement before me



Would You Believe It?

Our Idea Department published its first advertisement in Printers' Ink August 11 and since that time we have prepared sales-making plans for

ADVERTISING AGENCIES
BAKERIES
COCA COLA
COFFEE ROASTER

NEWSPAPERS
PACKING HOUSES
PAINTS
SHOES

But there are a lot of skeptics left—regular old fashioned Doubting Thomases. If you are one of these just drop us a line and we will put it up to our Idea Department to work out a sales-making plan for you.

Did it ever occur to you that with
this proposition you cannot buy in
a larger proportion than you sell ?

Idea Department

The Perfection Rubber Company

2093 Columbus Road

Cleveland, Ohio



TALES AND SALES

HOMER, classic teller of tales, never lacked listeners. Romance always claims audience. Odd facts about a business, its history and traditions, endow copy with reader interest and lead into the selling argument adroitly. Have our *Lore and Research Department* contribute data that will vitalize your copy and humanize your subject.

The inexhaustible resources of the Library of Congress and all the government records of industrial history and present-day unusual facts in any field, are available thru our experts.

Our Creative Staff originates complete campaigns, with special emphasis on direct mail and full printing service



SAMSON SERVICE
Strength in Advertising
Washington City - - F. Romer, Pres.

says, "An accurate brochure will be sent on request." This should be split into parts. So we ask enthusiastically:

May we not send you a complete road map of the country? Also let us mail you a picture of the school and views of the nearest churches; names of neighbors in the local Burbank Club. How about rebate on railroad tickets?

Then how about the cost of a ready-cut bungalow laid down on this farm? Also plans, photographs, prices, terms, airplane view, diary of a settler, etc. All this is only an outline. The real copy should be written by someone who knows every foot of the ground, and who honestly believes that he is doing a public service in selling this ground.

Many have written to me in regard to the advertisements now being used by Trinity Church, Niles, Mich. It is a profound pleasure to me to see this interest, and I am glad of the opportunity to reproduce one of the advertisements.

This single advertisement brought in six strangers, and a recent confirmation class was made up practically entirely of persons attracted by the advertising. This world is full of people who are not ungrateful and who would like to join with others in worshipping God.

The Niles *Star-Sun* prints a church advertisement every Saturday and the Saturday edition of that paper may be obtained for a trifle. These advertisements are not copyrighted; in fact, Trinity Church invites everyone to use them as they stand, or, better yet, as a source of inspiration for other advertisements.

If, however, Actline copy is as old as Aryan hieroglyphics, that is because truth is perpetual. The X-ray, I presume, was created on the same day as Adam. However, the term itself is as new as the present year. Heretofore, advertisers who have wanted this sort of copy have had no explicit way to call for it. Now they can say to the advertising manager, and in fact to any department manager: "Remember we want Actline copy." And if the rules I have

tried to lay down are followed, I do not believe that such advertisers will be presented with an announcement, *sans* news, *sans* vitality, *sans* interest, *sans* everything.

The late P. J. Healy was always ahead of the business. Things that were tremendously important to others were to him merely matters of detail. Hardly had he established the firm of Lyon & Healy in 1864 when he put on his flag "Everything Known in Music." No sooner had he sensed the fact that the average country town should have a brass band than he sent for Mr. Lord, founder of the firm of Lord & Thomas, and invested with that house in band advertising his entire profits for a year. It is interesting to notice even now that the copy which Mr. Healy wrote brought inquiries at a cost of ten cents each. This figure still stands as the record.

But to return, Actline copy is exceedingly flexible. And it is always a question of whether it is adaptable to a given business or not. Yet even if it can be found for an article it may not be wise to use it. I will go a step farther and say that there is many a business which is better off not to advertise at all, for a conservative money-making small business is to be preferred to one that is spread out too thin. The market, however, is full of concerns in which the owners are confronted by the cry: "We want orders!" They know that their product is right; they know that it has a chance to become a household necessity; they know that it marks a real step forward in serving the average man. But how to get that message across?

Actline copy may be summed up as follows: Do something and say something. It contains the urge. It is a far stronger and better thing than a mere announcement. For it brings to the public a new service to which some man is devoting his life and his fortune.

The account of the Charles Kroll Company, Boston, maker of overalls and work clothes, has been placed with the Saxe Advertising Agency, Boston. Newspaper space is being used.

Building Prestige for the Branch House

Instances That Show Why the Branch Should Be Given More Authority of Its Own

By H. K. Sheridan

MANY a mother gets her first real jolt in life when she finds that her offspring is regarded by someone as more important than the mother herself. Perhaps it would be well to illustrate.

In my acquaintance in New York there is a remarkable woman, still in her early forties, who has produced some clever short stories, and also a novel which was for months rated as one of the six best sellers. Wholly incidental in her life are her sons. One of them is an authority on ports and terminals. The other is an internationalist with the racquet. It so chanced that as I was chatting with the mother in a hotel lobby I was greeted by two acquaintances, and introductions naturally were more or less gracefully effected. The first one chanced to be an eminent Washingtonian. He hazarded the conjecture that possibly she might be a relative of the famous Mr. —, whose recent monographs on ports and terminals had attracted so much attention at the capital. The other, a moment later, "hoped" that she was in some way related to the wonderful Mr. —, whose invincible service had won for him fame abroad and at home. When the two departed, the mother turned to me and said, "Really, I wasn't particularly impressed with either of your friends."

She had received her first real jolt and made it all too evident that it was distasteful to find that to some persons her sons were famous while she remained unknown.

I have seen many exact parallels in business. Too often the parent organization thinks most highly of itself and most slightly of its offspring, its branch offices. One common indication

of this is the use of the parent company's letterhead, with the addition of a few lines in red ink when letters are written from a branch office.

More and more, business parents are coming to the realization that their children locally are regarded as of importance. Each year sees more general recognition of the fact that the branch office should be regarded as a branch office only by the parent company. The better the management of the parent enterprise, the more certain it is that efforts are being made to build up prestige for the branch, not as a branch but as a separate entity.

ADVOCATES A SPECIAL LETTERHEAD FOR BRANCHES

Since I have mentioned letterheads, let us pursue the thought to its logical conclusion. There can be no question that it stultifies rather than elevates a branch office to use a letterhead which at first glance indicates that the branch is of so little importance in the eyes of the enterprise as a whole that it deserves and receives only a "hand-me-down" letterhead, consisting of the main office letterhead with the address of the branch in a contrasting color. Today, the best practice dictates a letterhead for each branch, in which the branch appears, at first glance at least, to be of the greatest importance.

For this reason, more and more it will be found that on branch-office letterheads no mention is made of the officers of the company, nor is the word "Headquarters" or "Home Office and Factory" used. One excellent and growing practice is to list even the home office in "Offices and Branches in —" and to have a separate listing of "Factories."

To MANAGERS of MECHANICAL PRODUCTION:



Who are the MEN who set your type?

AS WE'VE SAID, type composition is a *personal* service. So results hang largely on the personal equation.

Who are the Men who set your type—that's the question.

Here, for instance, is a force long-trained in advertising typography.

For years we've worked with particular advertisers and agencies. We "speak your language"; we know your wants—and we translate those wants into tangible results.

If you seek the services of a type-shop that understands, put us to the test.

'Phone FITzRoy 2719. Night and day service, of course.

P. J. PERRUSI N. KWEIT

Adv Agencies' Service Co.
Typographers

209-219 WEST 38TH STREET • NEW YORK

BREWSTER PUBLICATIONS, INC.

Announce a

NEW MAGAZINE



A Magazine of service to the thousands of American women and girls who are keenly interested in their personal appearance. Edited and contributed to by the greatest Beauty Authorities. Each issue will have five-color, rubber-offset covers, four pages in four-color printing, eight pages in two-

color printing, on heavy, coated, tinted, and white paper.

Initial print order 100,000 copies. The first issue (February, 1922) on the newsstands January 8th. Advertising rate for the February, March and April issues: \$150.00 a page, \$50.00 per column. Minimum space: 1 column.

DUNCAN A. DOBIE, JR., Director of Advertising

ARCHER A. KING, INC.
Peoples Gas Bldg.
Chicago, Ill.

METZ B. HAYES
Little Building
Boston, Mass.

RUFUS FRENCH, INC.
1133 Broadway
New York City

Wherever there are offices or factories or both, abroad as well as at home, these are included in the listings. But the letterhead itself plays up the address of the branch as the main feature. If names are shown, they are those of the manager and assistant manager of the branch itself.

There is an object in this use of names. It enables the letterhead to back up the signature. It enables the manager of a branch, when writing on the branch-office letterhead, to sign, "The John Jones Company, Percy Smith, Manager." It would be idle to deny that the recipient of a letter with such a signature is far more impressed than if he received exactly the same words on a letterhead which belittled the branch and which forced the writer of the letter to sign, "The John Jones Company, Philadelphia Branch, Percy Smith, Manager."

"If 'Headquarters' would only realize how much I could save them in unnecessary correspondence of an unpleasant nature by letting this branch office stand on its own feet, I am sure they'd grant me at least home rule, if not political independence," said the manager of the St. Louis branch office of a prominent Boston corporation. "As it is, our letterheads and statement heads and our invoice forms make it impossible for me to create any illusion with our customers that we are more than a gas station on a lonely road. In consequence, the moment a customer takes exception to any rule we make here, he naturally writes 'Headquarters,' simply and solely because he is invited to go over my head.

"But it was not like that in the olden days," this keen observer continued. "Up to a few years ago I was branch manager for a competitor of my present house. Some of their policies, I will have to confess, were rotten—because they needlessly antagonized customers. But in the eyes of the customers of the branch I was the 'main squeeze.' Our letterheads, statement heads and invoices, to be sure, indicated that we had a factory in the East, but there was

no indication that the factory did more than make goods for us to sell. Consequently, the kickers kicked to me, and I satisfied the kicks, ninety-five times out of a hundred, without bothering the home office." He smiled rather grimly as he concluded, "In those days a number of the interviews ended with the customer's expressing the thought that while he didn't agree with me, if that was what I said, then that was all there was to be said."

WHY SALES ARE LOST TO THIS BRANCH

Just another proof of the blindness of a number of our prominent manufacturers is shown in the case of the San Francisco branch of a Boston enterprise. This San Francisco branch started modestly in 1870, and for twenty years did little more than hold a rather promising start. Then the mistakes of a competitor in Chicago and the failure of a competitor located on the Coast, coupled with the advent of a high-grade branch manager for the Boston enterprise, resulted in satisfactory and consistent sales advance.

In the next twenty years the San Francisco house passed in total volume of sales the other domestic branch houses. Today it disposes, at home and abroad, of more than a third of the total output of the company, which includes the product of factories located in Canada and England.

But in the eyes of those at the headquarters in Boston it is still a rather promising child, whereas, with the slightest recognition of possibilities, it could be made tremendously more important in the eyes of the customers it serves. The manager pointed out the handicaps under which he is still working by referring to business that he has lost through over-prominence of the home office in affairs that could be handled in their entirety by his branch. "We have now lost six good accounts in the Far East, simply and solely because our home office will not realize the wisdom of keeping out of sight so far as our Far Eastern trade is concerned. Time after



Mr. Executive

How do your rates and circulation compare with others covering the same field?

Publisher's Representative:

Very favorably. Here's The Standard Rate & Data Service. It'll take but a minute to make a comparison from that. And, you can take their word for it, too. They're always right!

Go where you will and in all discussions relative to advertising media, there you will find The Standard Rate & Data Service in evidence. It is regarded in advertising circles as "The National Authority."

STANDARD RATE & DATA SERVICE

YOU DO NOT OBLIGATE YOURSELF
WHEN TAKING ADVANTAGE OF OUR
15-DAY FREE TRIAL OFFER.

Use the coupon below—it's for
your convenience

Standard Rate & Data Service,
526 West Fort St., Detroit, Mich.

Dear Sirs: Please send on approval—fifteen days' free examination—copy of your current issue. At the end of fifteen days, we will either remail the copy to you or remit thirty dollars (\$30)—which covers one year's service—twelve monthly issues.

Name

Address

time I have enlisted the interest of an importer in Japan, in the Philippines, in China or in Australasia to such an extent that trial orders have been placed. When representatives of these importers came to the United States, naturally they would first come to me in San Francisco and talk things over, if they were not repeatedly impressed with the fact that ours is a branch office and that our headquarters is in the East.

"Let us assume for a minute that San Francisco was our main office instead of New York. Naturally, importers from the Far East visiting the United States would come to our office in San Francisco and we would close with them. As it is, often they omit San Francisco entirely and head for Boston, only to stop off in Chicago or Buffalo and be sold by one of our competitors. Again, while we are technically responsible for the Far Eastern sales of our company, practically headquarters likes to play up to visitors from the Far East and assert its authority as headquarters, and consequently it does not make clear our real importance. This results in the visitors' wanting to deal with our home office and not with a mere branch, and causes all kinds of complications, since all their correspondence and orders must, perforce, be referred to us, as we alone are in a position to handle accurately and fairly orders originating in the Far East."

In these days of rapid communication—where telegraph and telephone spring to the assistance of the enterprise that is willing to build prestige for the branch office—there is little need for the interpolation of the home office into many branch-office activities.

A BRANCH HOUSE THAT IS LOOKED UPON AS "HEADQUARTERS"

This is well proved by the consistent success with which a St. Louis branch house of a Philadelphia manufacturer has posed as the one office of importance to its customers. To quote the manager of this St. Louis house:

On November Thirtieth
**Charles Daniel Frey
Company**

will discontinue as an
idea and advertising il-
lustration service. From
December first, Charles
Daniel Frey and his asso-
ciates will operate as a

**General Advertising
Agency**



CHICAGO



Now ready—

The First "Annual of Advertising Art in the United States"

\$3.50 per copy

THE Art Directors Club announces the completion of the catalog for the First Annual Exhibition of Advertising Paintings and Drawings held by them at the galleries of the National Arts Club in New York, March 2-31, 1921.

The Beck Engraving Company, Messrs. Dill & Collins, and the Publishers Printing Company have collaborated in the publication of this book. They believed in the far-reaching importance of the exhibition and realized that these pictures would never again be seen together.

The volume forms a much needed reference book and serves to commemorate an important step in the national art consciousness of this country. It contains over 400 illustrations selected from the best advertising art published in this country during the past two years, including an appendix of advertisements in miniature, showing how some of the illustrations were used.

The publication of this book does not represent a publishing venture for profit. \$3.50 is charged for each copy to cover the cost of manufacture and distribution.

The book, eight inches wide by eleven and a quarter inches high, bound in board covers, contains 156 pages with large illustrations printed in black, and complete data as to the Art Directors Club, artists, manufacturers, and agencies represented.

Send orders to

Publishers Printing Company
207 West 25th Street, New York



"As a result of eight years' hard work, not only with our customers but with our salesmen, and with all of those connected with this office, I know that not five per cent of our accounts realize the fact that we are a branch office. To be sure, a number of our customers have necessarily come to learn that somewhere East we have a factory which makes some of the products that we sell. But almost without exception our customers believe that we have a factory somewhere in St. Louis. Of course this illusion has been built up by service based on well-balanced stocks. It has been built up by a liberal use of both telegrams and long-distance telephones."

When urged to supply details, he brought forward the following proof: "In this line of toilet preparations there are literally hundreds of items, any of which any customer might order. The St. Louis office carries the very great majority of these items in adequate quantities, and carries some stock of the majority of the remainder."

"I will admit that I had a tough one lately, when one of our good customers got me on the telephone and wanted in a hurry an item that we not only had never carried in stock in St. Louis, but which I knew was not stocked by any of our St. Louis customers. I told the customer I was quite sure we did not have any of the item on hand, but I'd see what I could do and let him know the next morning, naturally hiding a bit behind the fact that it was then late in the afternoon. Immediately I put through a call to the home of our sales manager, because, of course, due to the difference in time, our Philadelphia headquarters had closed. I caught him at dinner. He told me that there were a few dozen of this particular size of boracic talc as part of the decorations in a baby show in a town only a hundred miles from St. Louis. Of course I had no reason to suspect this, because, while I knew of the show, the display outfit had been supplied by our advertising man-

The AUTOMOBILIST

Circulation over

60,000

**Exclusively among
Auto nobile Owners**

OUR New England circulation is larger than that of all other Automobile magazines combined.

We have a larger circulation (A. B. C.) than any other Automobile magazine published in the United States.

For Rates address

The
AUTOMOBILIST
Beacon Building, Boston

A. H. GREENER, 116 W. 39th St., N. Y.

A. A. BALDWIN, 64 E. Jackson Blvd., Chicago.

W. C. ORR, 322 Huron-Sixth Bldg., Cleveland.

BERT BUTTERWORTH, 414 Hearst Building, Los Angeles.
305 Crocker Bldg., San Francisco.

Michigan Facts:

MICHIGAN'S annual catch of freshwater fish is over 50,000,000 pounds.

MICHIGAN advertising pays.

MICHIGAN'S best small city newspapers are united in the Michigan League of Home Dailies.

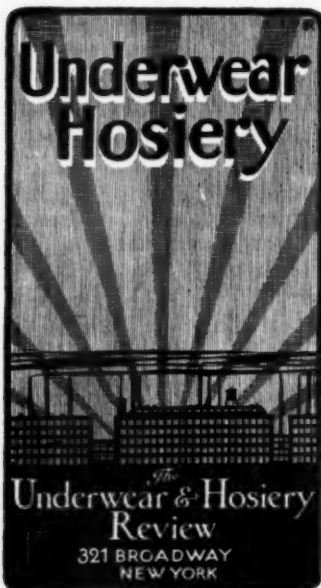
MICHIGAN wants your business.

H. EDMUND SCHEERER

National Advertising Representative

Marquette Bldg., Chicago

New York Office: 30 East 42nd Street
R. R. MULLIGAN



**Underwear
& Hosiery**

The
**Underwear & Hosiery
Review**
321 BROADWAY
NEW YORK

ager at headquarters. So I telephoned the show and got the salesman to bust up the display and come into St. Louis that night with the stock he had on hand. In the meantime, I shifted over a gross with our filling machine from a larger size, and bedeviled our local printer into a catch-as-catch-can job for a label to paste over our Full Blown Rose size can. So our messenger delivered the full order the next morning."

Quite incidentally, the manager mentioned that he had later followed up the incident and replaced all "emergency" cans, which by that time were in the hands of a customer of the original buyer.

It is to be noted that at no time did the St. Louis branch manager permit his customer to think that he was dependent upon any distant factory, nor did he excuse not having stock on hand of a number seldom called for. His whole attitude was that he was glad to get the order and that it would be filled, and his words were, "When I was a kid somebody told me that some big Frenchman said that when a man excused himself he accused himself. So now I do not excuse myself."

CUSTOMER KEPT SATISFIED

In another line a branch manager proved the worth of this form of prestige-building. There is nothing on any letterhead, form or circular that is issued by his branch that in any way indicates the existence even of any other branch. Recently, a customer, most exacting and, frankly, particularly nasty over little things, demanded rather than asked delivery within an hour of a half-dozen of an item which was contained in a pressed-glass decanter. Without the slightest hesitation this branch manager, when he found that he could not supply this very stock and could not buy in his city anything that would serve as a substitute container, quite cheerfully paid over eighty dollars for half a dozen genuine cut-glass containers almost identical in pattern. Of particular importance is the fact that to this day the fussy customer is in bliss-

The Attractiveness of your Catalog

will be increased by

DEJONGE ART MAT

A Distinctive Coated Paper

IT BRINGS out every detail of the illustration, and is so beautiful in appearance that it produces accurately the distinction and quality of your merchandise, or the aspects which make the merchandise salable.

DEJONGE *Art Mat* is a dull-coated paper that prints type and illustrations with an even effect on every page and in every copy. Ink never spreads on DEJONGE *Art Mat*. Many printers find that it decreases the cost of make-ready.

Many of the finest *automobile, hardware, furniture, jewelry, department store, and shoe catalogs* have been printed on this paper. It is also being used with great success in *architectural and real estate publicity*. The finest *bank brochures* have been printed on *Art Mat*.

Whether you need a circular or a catalog, ask your printer about DEJONGE Art Mat. If he cannot supply you, ask us.



LOUIS DEJONGE & CO.



69-73 Duane Street New York

MONROE Wants You for a Citizen!

This thriving City of more than 12,000 residents offers every advantage—its location is ideal; its climate, mild and healthful; its people, prosperous, congenial and a large percentage of them home-owners; and its industries are flourishing. Last, but by no means least, Monroe, Louisiana, is a City of HOMES!

Chamber of Commerce

Monroe, Louisiana

"EARTH'S GREATEST GAS FIELD!"
400 SQUARE MILES

THE SEAFARER *and* MARINE PICTORIAL

Subscription \$5.00 per Year

A MONTHLY reaching the responsible officers of our Merchant Service in all departments, both afloat and ashore. The only magazine of the sea having a wide popular appeal, covering all phases of seafaring—fiction, fact, history, tradition and romance in text and pictures.

Guarantee Average Monthly PAID Circulation During 1922 Will Be 5,000

AN EXCELLENT MEDIUM FOR

Rope
Coal
Shipyards
Ship Brokers
Engines
Boilers
Repair Plants
Steam Packing
Valves
Compasses

Oil and Grease
Paint and Varnish
Marine Hardware
Marine Insurance
Fire Extinguishers
Ship Chandlers
Engine Room Supplies
Books
Cameras
Razors
Binoculars

Telescopes
Uniforms
Pipes
Portable Typewriters
Small Bonds
Savings Banks
Life Insurance
Cigars, Cigarettes, Tobacco
Shaving Soap, Cream, Powder
Educational Courses

MARINE PICTORIAL COMPANY, Inc.

CHAS. E. CORNELL, *Advertising Manager*

Publication Office: 103 East 125th Street, New York

BUSINESS IS GOOD AT GALVESTON

Past freight congestions at Eastern Ports, have impressed shippers with the advantages of Galveston as a Port of export—Here's record proof

**WORLD'S GREATEST COTTON PORT
AMERICA'S LARGEST GRAIN PORT**

TEXAS' FOURTH CITY IN VOLUME OF BUSINESS

Thus business is good in Galveston and adjacent territory

"SELL" THIS BIG MARKET through

THE GALVESTON DAILY NEWS

"Texas' Oldest Newspaper"

GALVESTON, TEXAS

Progressive thru 80 years of service.

J. D. LORENTZ,
728 Tribune Bldg.,
New York

W. J. SCOTT,
927 Marquette Bldg.,
Chicago

ful ignorance of the "substitution."

When I purposely failed to approve of the apparently prodigal expense involved, this branch manager made the point, "You didn't apparently see that the moment I let this crank know that he is dealing with a branch office my troubles, which are great, will be multiplied. He will throw in my face the fact that we are merely a branch, the moment anything goes wrong. He will go over my head a dozen times a month. His account is a big one; we are the only concern that has ever held it over six months. While I can't say that, without specific authority from headquarters, I would have done the same thing if a gross instead of a half dozen had been in question, I can assure you that anything up to five hundred dollars would have been authorized by me without batting an eyelash. The big point in the whole incident is that we managed to get by without his discovering that he was dealing with one of many branch houses."

May I add just one word of caution to sales managers? Because I have made the mistake, and don't plan to make it again, perhaps I may be permitted to urge sales managers when in branch-house cities not to parade their title. It took me all too long, I will confess, to see that each time the branch manager toted me around and introduced me to prominent customers as "Our Sales Manager, Mr. Sheridan," I was unnecessarily putting a slight on the branch, and doubly so on the branch manager. Nowadays, when I am in branch-office cities, which is frequent, as I travel not a little of the year—I make it a point to be introduced in such a way that I add to the importance of the branch manager and the branch, rather than detract from the importance of either.

The branch office is handicapped in so many ways that it should be made a capital offense not to aid it in every way. Building prestige for the branch house is an art rather than a science.

Alteration

In Records and Stencils

The Fred C. Williams Agency
136 Liberty Street, New York

which was taken over a year ago by the present staff headed by H. Hayward Thresher will continue with no change in principals, executive personnel or present address.

Modification in the firm name only is made, the responsibilities and obligations continuing the same.

Please alter records and stencils to read:



H. Hayward Thresher K. V. Hall
J. S. Cuneo P. W. Marshburn
N. M. Stevenson

Getting Student Trade Is Mainly a Matter of Knowing How

Nine years' specialization has given us an intimate knowledge of the great student buying power.

Ask us anything you want to know about the college or high school markets.



COLLEGIATE SPECIAL
ADVERTISING AGENCY, Inc.

503 5th Avenue, New York City
110 S. Wabash Avenue, Chicago

Opportunity Knocks!!

For the young and growing advertising agency whose overhead is too great or whose financial resources are not adequate to carry its accounts comfortably.

The Agency we are thinking of probably has three or four high-grade accounts, amounting to about \$200,000 annually. The principal knows how to care for the accounts, but finds it unprofitable to maintain an organization sufficient to render the necessary service.

Why not consolidate with one of the old and financially sound agencies who already has a complete organization with New York and Chicago offices with its overhead taken care of, but which could handle more business if the individual, familiar with the accounts, could come along with it.

If interested, call up Murray Hill 8110, for appointment.

HARRIS-DIBBLE CO.

297 Madison Avenue

S. E. Cor. 41st

New York City

To Standardize Terms of Furniture Business

Furniture Manufacturers Meet with Richard H. Lee and Decide upon Standards to Be Submitted to National Council of Furniture Associations Meeting in New York Next Month

A CONFERENCE of much importance to the furniture industry as relating to advertising and trade terms and their usage was held in Cleveland November 8 and 9. It was presided over by Richard H. Lee, director-counsel for the National Vigilance Committee, under whose auspices the conference was held, and was attended by men directly connected and allied with the industry and others. The purpose was wholly constructive, being to discuss public confidence in furniture advertising and the furniture business.

The standards which follow were those suggested and are to be recommended for adoption by manufacturers and retailers in the furniture trade:

"(AA) Solid Throughout—The term 'Solid Throughout' shall apply to all furniture which is made entirely of the wood designated.

"(A) Solid Exterior—The term 'Solid Exterior' shall be applied to all furniture of which the exposed parts are made of the wood designated, except case back, case bottom in case goods, and mirror back and similar exceptions in others, to be agreed upon as they arise.

"(B) Built-up—Furniture designated as 'Built-up' shall have all exteriors made, except case back, case bottom and mirror back, and similar exceptions in other lines as they may arise, of the kind of wood designated. The term 'built-up' shall be used to replace the term 'veneered,' heretofore used. The interior of the case may be constructed of such woods as the manufacturer may consider suitable for the purpose.



This coupon slipped into a package while being wrapped, insures the package against loss or damage in the mail.

Protection

During the holiday season, when the mails are taxed to their utmost, it is more than ever important to *insure* your parcel post shipments against loss or damage.

North America Parcel Post Insurance furnishes adequate protection. You insure your packages yourself merely by wrapping a coupon in each parcel. In the event of loss or damage there is no red tape. Adjustments are made promptly.

Manufacturers and merchants know that it pays to insure with the North America.

Special policies for Foreign Parcel Post.

Any insurance agent or broker can get you a North America Policy

Insurance Company of North America

PHILADELPHIA

"The Oldest American Fire and Marine Insurance Company"

CAPITAL \$5,000,000

FOUNDED 1792

Writers of FIRE, MARINE, AUTOMOBILE, BAGGAGE, etc.

Fill out and mail this coupon now for data.



INSURANCE CO. OF NORTH AMERICA.

Dept. W-1117, 232 Walnut Street, Philadelphia

Without obligation to me in any way please send me full information as to how I can insure my packages against loss, damage, pilferage, etc.

Name

Address..... State.....

We would also like information concerning other insurances such as

.....

MULTIGRAPHING MAILING* TIMEOGRAPHING

*Folding *Individual Delivery

*Inserting *Filling In

*Stamping *Sealing

*Addressing

(Hand, Typewritten and Addressograph)

Envelopes

Wrappers

Tags

Bulletins, etc.

Circular Letter Service

Incorporated

221 Fulton Street New York

Phone: Cortlandt 0333

Paper Boxes for Canada

"Made in Canada"

Your satisfaction is
assured in our:

—Capacity

—Equipment

and intent to please
you.

RUDD PAPER BOX
COMPANY, Limited
W. P. Bennett, Pres.
374 Richmond St., West
Toronto, Canada

"(C) Combination—Furniture designated as 'Combination' shall have the tops, drawers, fronts or doors and ends of built-up stock or solid wood of the kind designated. The remainder of the case or piece to be constructed of such woods as the manufacturer may consider most suitable for the purpose. The kinds of woods should be named in the description of the suite or piece, such as 'Mahogany and Birchwood,' 'Walnut and Gumwood.'

"(D) Finish—The term 'Finish' shall be used only in connection with the name of the wood of which the furniture is made, such as 'Gumwood, Walnut Finish,' 'Birchwood, Mahogany Finish.' Such terms as 'Gum-Mahogany,' 'Birch-Mahogany' shall not be used.

"(E) Misleading Names—All furniture shall be called by the names of the woods of which it is made, and which do not mislead, and not by substitute or fanciful trade names. Imitations of woods or grains shall be called imitations in all descriptions of such woods as furniture."

The suggestions of the conference, if favorably considered by the National Council of Furniture Associations, and adopted by the various bodies of furniture manufacturers affiliated therewith, will exert a powerful influence on future furniture advertising.

A recommendation was made to manufacturers of furniture that each piece of furniture made be designated according to the specifications mentioned by having the class initial "A," "B," etc., burned in or a label attached so as to have permanency, and to show just what standard the product was built under.

A committee from those in attendance at the conference will meet with the National Council of Furniture Associations in New York December 6.

R. H. Kreider, formerly with the Des Moines, Ia., *Capital*, has joined the advertising staff of *Oil News*, Chicago.

Announcement

Charles C. Green

has resigned as
President and Treasurer of

JAMES ADVERTISING AGENCY
INCORPORATED
450 Fourth Avenue
New York

and will hereafter
conduct the

CHARLES C. GREEN ADVERTISING AGENCY
with offices at
15 West 37th St.
New York City

Phones:
Fitz Roy
1528 - 1529

CHARLES C. GREEN ADVERTISING AGENCY

Phones: 15 West 37th Street New York City
Fitz Roy
1528 - 1529

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

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Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. McKINNEY, Manager.

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NEW YORK, NOVEMBER 17, 1921

Advertising to the Unimaginative

In advertising an abstract proposition, it is well to assume that the reader has little imagination. In line with this assumption it is advisable to introduce demonstrations or graphic presentations that will enable those who read the copy to catch the idea at once.

To take one example: it is difficult to tell the unimaginative of the abstract value of life insurance. The plight of a bereaved family left without any insurance, however, is an argument for insurance that anyone can appreciate.

We recently saw a piece of copy in which a St. Louis insurance man pictured this argument in unforgettable fashion. He reproduced two sections from the Sunday editions of the *Post-Dispatch*

want-ad column in which several widows with children are advertising for work.

The idea is perhaps a little brutally presented, but how it does get the message across!

Success Follows Success

It is a rather common instinct with most of us to play favorites

with that which has been a proved success. Consciously, or otherwise, we lean over decidedly when buying toward the product which has been a world-beater. Perhaps it is because we feel that anything which has met with such quick or general acceptance must be good. Or it may simply be the unexplainable operation of the mysterious axiom: "Success follows success."

Regardless of the impelling motive, however, the fact remains that here is a copy angle, when it can be used legitimately, of rare effectiveness in present-day advertising. Gillette, for example, is making much of its recent shipment of the millionth new-style razor. Such a record, compiled during general business stagnation, makes a telling advertising message. It is going to help keep the Gillette factory on its present day and night schedule. No student or professor of psychology is necessary to explain why. It is no more than human to reason that any product that has been riding on a tidal wave of prosperity with utter indifference to current business tendencies must be out of the ordinary.

Similar copy is being used by the Studebaker company. "This is Studebaker's best year," is the primary appeal in the company's present advertising. Everybody who reads is aware that few automobile organizations can make the same boast. Success is cumulative. What could be more natural, then, than that readers of Studebaker copy should feel there must be something about the car accountable for its big sales which they can well afford to investigate?

Of course this is a copy twist available only to those forward-looking organizations that found

business opportunities even in a depression. It is to these firms that this editorial is directed. Not only would such copy be helpful in a direct sales way, but in addition it would serve as a basis for sound optimism.

A Real Chance for Co-operation

The banker and the advertising agent have much in common. Both have as clients the big manufacturers of the country. Both are interested in seeing that their clients build upon a sound business foundation.

The services of the agent to his client are becoming better understood by the banker. When a concern comes to a bank for a loan to be used for the better sales and advertising of his product, the banker looks to see what sort of advice the applicant is going to obtain in the spending of his advertising appropriation. There is no present disposition on the part of the banker to become an expert in sales and advertising practice, but he is coming to realize that the manufacturer who sells to an ever-increasing line of customers, and who is continually building up a good-will asset in the minds of a tremendous number of people, is a better credit risk than the man who sells to a small number of big customers. He realizes that the manufacturer who changes from bulk selling to an identifying package, made known through advertising to the millions of housekeepers of America, is building on a solid foundation.

He also knows that there is a big chance for waste in the expenditure of a large sum of money used to purchase this valuable public good-will. He is looking for help from the agents in this situation. He would like to use their services and he has a high opinion of their value. He realizes, however, that there are different kinds of agencies just as there are different kinds of bankers. He wants agencies that are conscious of their social responsibility, who will tell an unprepared client that he is not ready to advertise in-

stead of persuading him to "put over a dominant campaign."

Many bankers are finding among the advertising advisers to the men who are their clients also, this type of agent; and the acquaintance has proved valuable to both. There is a real chance for constructive co-operation between the right kind of banker and the right kind of advertising agent and that co-operation is going to prove a potent factor in building the kind of national business the new era requires.

Recognizing Retailers' Professional Rights

Much of the ill-will that the retailer exhibits toward certain advertised products is due to his feeling that his professional rights are being violated. In this attitude the merchant is frequently justified.

The selection of merchandise is part of the retailers' job. It used to be regarded as his duty to go through masses of goods and to pick out those that his trade would want. This supposed some expert knowledge on his part. He not only had to know merchandise but also the taste and peculiarities of his customers.

The standardization of products, trade-marking and advertising has to some degree taken away the professional aspect of the retailer's job. It is no longer so necessary that he be an expert in judging merchandise values. In a measure, the burden of selection has been shifted to the consumer. The dealer is supposed to handle what his trade calls for.

This makes the retail service more machine-like. Still there is plenty of room in retailing for enterprise and initiative. The successful merchant is far from being an automaton. There remains abundant opportunity for him to exercise professional judgment in the conduct of his store.

These professional rights of retailers should be recognized by the manufacturer. In this way many a retail grudge could be avoided. About the best way to recognize the merchant's professional scruples is to talk to him

about your proposition and what you are doing to help him. Address some of your advertising directly to him. If you invest all your advertising in getting your message to the consumer and ignore the retailer entirely, do not be surprised to have disgruntled dealers among your distributors.

Does Bargain Driving Pay?

Bargain driving falls into several different categories. The phrase is most generally associated, however, with the purchasing activities of an organization. Yet there is another form just as dangerous in its ultimate consequences.

We have in mind bargain driving with dealers, jobbers and salesmen. At the present moment the temptation to indulge in this method of profit-hogging is particularly strong. A manufacturer feels a price-cut is necessary. The idea of the factory assuming the major portion of the reduction is obnoxious. Instead, discounts are shaved all down the distributive line, and even possibly the advertising appropriation.

Of course this is a short-sighted policy. The manufacturer who shuts his eyes to his distributors' welfare is bound to lose out in the end. The unfortunate phase of the entire affair is that the practice is especially common in connection with merchandise, for which advertising has created such an insistent demand that dealers are compelled to stock them.

It does not seem possible that advertisers, after building goodwill valuations running into the millions through years of hard work, should proceed along such narrow lines. Not only is goodwill endangered, but the entire cause of advertising as well. It brings up once more the boggy of narrow profit margins, and it must be remembered there is a limit even to the effectiveness of the increased turnover argument with which this opposition to advertised commodities has been

so successfully met in the past.

After all, advertising, too, has its limitations. It cannot be expected to overcome loss of distributive loyalty, sympathy and initiative. Permanent business success implies holding what one has and adding more. Putting the saving of a few dollars before every other consideration surely is not going to help attain that object.

It is not necessary to call upon an observance of the "live and let live" rule. Plain business principles, cold-blooded if you will, dictate that manufacturers who are not allowing distributors a fair living profit are playing with fire.

There are no two ways about it. Losses, if they are imperative, must be distributed evenly all down the line. Perhaps the manufacturer will have to shoulder most of the burden. At any rate that is better than the other way round, for with the entire selling force content in the knowledge of being treated fairly, advertising can be called upon to make up the deficit.

St. Joseph Agency Secures New Accounts

The Guenther-Glaze Advertising Agency, St. Joseph, Mo., has obtained the accounts of the Jas. C. Smith Hide Co., the St. Joseph Hide & Fur Company and the Ginsco Chemical Company all of St. Joseph, Mo. Advertising of the first two companies will be placed in farm publications. A few newspapers and farm journals will be used for the Ginsco Chemical Company's advertising.

Gruendler Mfg. Co. Account for St. Louis Agency

The Gruendler Manufacturing Company, St. Louis, manufacturer of refrigerators, market fixtures and equipment for making home-made sausage has placed its advertising account with the Simpson Advertising Service Co., St. Louis. Farm papers will be used.

Joins Pittsburgh Agency

Herbert Gresregan has joined the Albert P. Hill Company, Inc., Pittsburgh and will have charge of its mechanical production. He was formerly with Frank Seaman, Inc., and was production manager of Gornay, Inc., New York.

LIKE SHOULD SEEK LIKE



THERE are businesses that ought not to use CRANE'S Bond for their business paper—plenty of them.

There are businesses which actually would be misrepresented by such a paper.

There is a legitimate field for every grade of writing paper made.

But there are many houses of the first importance in their respective lines, to whom prestige is a tangible asset. These houses cannot afford to overlook any legitimate method of enhancing their position in the eyes of their particular public.

For such houses no writing paper is too good.

If only the businesses that ought to use the best paper, used CRANE'S Bond, it would be highly satisfactory to the makers of CRANE'S Bond.

Would it be consistent, do you think, for any bank, newspaper, railroad, manufactory that believed and expected others to believe that it was one of the first in the field in the country, to write its letters on paper that was, say, only the third best paper it could get?

100% selected new rag stock

Crane's

BUSINESS PAPERS

SALES EXECUTIVE

I have had fifteen years' experience as sales executive and have supervised the work of from 15 to 200 salesmen; am thoroughly experienced in recruiting, instructing and managing salesmen, and with modern sales methods. Have sold by mail in nearly every country of the world and personally from coast to coast. Thoroughly familiar with district manager and field work.

I won my spurs in sales management before the war. Have been successful in managing men because I know field conditions and have been through the mill. I am forty; American born; Protestant; married; university and business college graduate; mature judgment; abundant health and energy. Have never been discharged. Absolutely clean record; ample references. \$6000.

Address "C. E.," Box 236, care of Printers' Ink.

THE owners of a very valuable and active established Trade-Mark would consider the sale of same and its accrued business.

Perpetual rights are assured, as this Trade-Mark has successfully withstood the acid tests of litigation in the United States Courts from every angle. This guarantees far greater security than mere Trade-Mark registration, however, this Trade-Mark is also fully protected by United States Patent Office registration.

A National distribution is had.

This is one of the best Trade-Marks in existence, its effectiveness being strong to the point of dominating its field even by name alone, and thereby limiting any possibility of strong competition.

This can interest only those financially strong. For further details reply, stating financial ability.

Address "L. A.," Box 240, care of Printers' Ink.

Charles C. Green Forms New Agency

Charles C. Green has resigned as president and treasurer of the James Advertising Agency, Inc., New York, and has formed the Charles C. Green Advertising Agency at New York.

In this new agency Mr. Green will have associated with him John Adams Thayer, former secretary of the Periodical Publishers Association, and publisher of *Everybody's Magazine*; Harrison M. Graves, formerly with Ruthrauff & Ryan, Inc.; Louis W. Bleser, recently with Wm. R. Robinson & Co., Inc.; William A. Schmidt, production manager of the James Agency; John H. Hanfield, office manager of the James Agency, and E. Deery, space-buyer of the James Agency.

The new agency will handle all of the accounts that were with the James Agency, with the exception of the Wm. R. Warner & Co., New York, pharmaceutical house, accounts.

Will Investigate Disposition of Vigilance Funds

At a meeting of the Executive Committee of the Associated Advertising Clubs of the World, held at Milwaukee on November 14, a resolution was adopted appointing a committee that is authorized and empowered to employ a firm of accountants to investigate and report on the disposition of the association's fund, and authorizing the Executive Committee of the association to give the widest possible publicity to the findings of this special committee.

According to this resolution, this action has been taken since "an article in *PRINTERS' INK* of November 3, 1921, raises in an altogether friendly manner the question of whether or not the interests of advertising in general and of sustaining members in particular are being best served by the disposition of the funds of the association."

Canadian Advertisers Meet at Toronto

The annual convention of the Association of Canadian Advertisers, Inc., was held at Toronto on November 10 and 11. This year's gathering was a "how to sell" affair with most of the addresses aimed directly at the problems of marketing. At the closing session of the convention the following were elected officers: President, C. Elvins, Imperial Life Assurance Company, Toronto; vice-president, H. S. Van Scoyoc, Montreal; directors: H. H. Beecher, D. George Clark, F. W. Hunt, W. A. Mackay, W. H. Duffield, L. R. Green, W. R. Yendall, H. E. Mihell; treasurer, F. T. Stanford; secretaries, Florence E. Clotworthy, C. Senaghan.

The Montgomery Mills, Jersey City, N. J., have appointed Stanley E. Gunnison, Inc., New York, to handle the advertising of "La Kream" coffee.

Advertise through the

W. L. ERWOOD, Ltd.

Advertising Agency

(Established 1895)

V. J. REVELEY, Managing Director

Branches or Representatives in every important
civilised country in the world.

THE Recognised Services Agents for
American Firms in Great Britain,
the British Colonies and Foreign
Countries.

The firm that handles the largest volume
of American Business in Great Britain
must be worthy of your confidence.

Every assistance given to American
Advertisers in order to ensure success.

ENQUIRIES INVITED

Head Offices:

**30, 31 and 32, Fleet Street
LONDON, ENGLAND, E. C. 4.**

Cablegrams: Banningad-Fleet-London

The Little Schoolmaster's Classroom

THE "Ready-to-ship" catalogue is the name the Standard Felt Company, manufacturer of CosyToes felt slippers, applies to and interesting piece of printed literature now going to dealers. The catalogue is of the "fill-in" variety and a current business-paper advertisement explains that: "With the peak of the felt merchandise season rapidly approaching, you no doubt find your stocks broken and depleted—with a fear of losing hundreds of profitable sales.

"We have anticipated your needs and for several months our manufacturing facilities have been concentrated upon the production of the thirty choicest CosyToes styles.

"Immediate deliveries can now be made in any of the styles described in our new 'Ready-to-ship' catalogue which we have compiled for the convenience of dealers who must secure immediate deliveries of quality merchandise."

* * *

Undoubtedly CosyToes dealers are going to appreciate this evidence of thoughtfulness that gives them the opportunity to re-order depleted numbers with the assurance of prompt deliveries. Retailers in practically every line are short on certain merchandise. As the holiday season approaches, they will want to plug up these empty spaces on their shelves. The manufacturer who has been courageous enough to keep his factory turning out those articles which investigation and experience lead him to believe are going to be in demand, and then sees to it that his dealers are aware of the special "in-stock" service he has to offer, is almost bound to reap a handsome reward.

There is a big opportunity for the "fill-in" catalogue, and the Schoolmaster has a strong conviction it is going to see some extensive service. Surely it is difficult to think of a better method of cashing in on the diffi-

culties with which many retailers are faced, due to their policy of hand-to-mouth buying.

* * *

The Tampa Board of Trade has introduced a novel advertising campaign this year, starting early enough to catch the expected tourist rush on the West Coast of Florida.

Tampa has been much annoyed in the past by confidence men, wire-tappers, pickpockets, etc., who prey on visitors and local people alike. Their schemes are so plausible, as a rule, that the harvest has been great and the prospect highly receptive.

This year the Tampa Board of Trade collected funds for a newspaper campaign, four columns by half page depth. Under the running head, "Money Talks—Nibble, If You Are a Born Sucker, But Don't Take the Coin Clear Under," these advertisements are run several times a week. Six have appeared up to date. It is an advertising campaign deliberately planned to warn people against the confidence man. This first paragraph of advertisement No. 6 is typical of the series:

"Florida just now is perhaps the most prosperous State in the Union. Its strong financial position is known through the country and we may well expect with the approaching winter season our full quota of that undesirable element which prosperity attracts. His Imperial Majesty, the wire-tapper, will be here; likewise the measly pickpocket. Confidence men we will have in greater number than ever before. And until these unwelcome visitors arrive the public needs concern itself with another artist, not a crook, but unwelcome just the same—the wily vendor of doubtful stocks."

The advertising proceeds to tell people how to know the confidence men, what to do when approached, etc. It is designed

Flexlume Signs Tell You Where Victrolas Are Sold

YOU don't have to ask where Victrolas are sold, where you can buy the talking machines you have read about. There is the Flexlume Sign and the Victor dog to tie the whole advertising campaign right up to the dealer's door.

Hundreds of national advertisers are using Flexlumes in this way—Flexlume Electric Signs with their raised, snow-white glass letters. They are excellent day signs as well as night signs. They have greatest reading distance, lowest upkeep cost, most artistic designs, and the added advantage that any trademark can be perfectly reproduced in the raised Flexlume characters.

Let us send you a sketch showing a Flexlume to meet the particular needs of your business.

FLEXLUME SIGN CO., 32 Kail St., Buffalo

Flexlume—Electric Signs made only by the Flexlume Sign Company



IS THERE A MAN YOU CAN TRUST MORE THAN YOURSELF?

I believe there is—also, I believe I am the man. While you direct the policy, I carry it out. While you finance the business, I see that it is run right. While you plan, I execute.

You may trust me more than yourself about details because I have the patience born of experience and get results without revolution. Address "A. F.," Box 242, P. I.


That New System You Want to Install

NOW IS THE TIME to place your order for new forms to be used in billing, purchasing, stockkeeping, or in the factory or office you have in mind, so you can install same on Jan. 1st. Intelligent co-operation and suggestions offered in the designing of same.

Good work, careful attention to details; deliveries when promised; reasonable prices.

Send for our representative before placing your next order.

PEERLESS MANIFOLD BOOK CO.
10 Barclay St., New York.
Phone Barclay 4483.



Ezra B. Eddy

111 Broadway
New York City

Formerly with
H. K. McAnn Co.

Advertising Counsel—
Business Literature—
Consistently Producing "Copy."

Reduced Prices for Better Printing

Good Printing—Good Service	Catalogs at Low Prices
1000 Printed Book Letterheads \$5.00	1000 Circulars 6x 9 up from .26.00
1000 Printed Envelopes 3 1/2x5 1/2 4.25	1000 Circulars 5x12 up from . 9.50
1000 Printed Envelopes 4 1/2x6 1/2 6.75	1000 Circulars 12x18 up from 18.00
1000 Printed Cards 2 1/2x3 1/2 4.50	1000 8-Page Booklets 2 1/2x4 . 25.00
1000 Printed Billheads 5 1/2x8 1/2 4.50	1000 8-Page Booklets 4x5 . 25.00
1000 Printed Stationery 5 1/2x8 1/2 4.50	1000 8-Page Booklets 6x9 . 40.00
SAMPLES FREE	SAMPLES FREE

E. FANTUS CO. 525 S. Dearborn St. CHICAGO

MAILING

MULTI-COLOR ADDRESS PRINTING

SAMPSON & MURDOCK CO. MORE FOR

246 SUMNER ST. BOSTON, MASS. BOOKLET

LISTS

to prevent the recurrence of regrettable features of past tourist seasons.

* * *

From the Pacific Coast comes an advertisement for the Packard Single Six which is signed by four Single Six salesmen of a Pacific Coast distributor. These men admit that they don't write advertisements and say that for some time they've had a disagreement with their advertising manager. They maintain that his ads sound like advertisements for any automobile—while they are selling Single Sixes.

Most of the copy is taken up with good, solid arguments for their car—the kind of arguments a salesman uses. Therefore it has a ring of sincerity.

The third paragraph of the advertisement is significant. It says, "We didn't want to waste the adjectives, so we put them in a bunch down in one corner. You can look them over if you like, but we didn't know what else to do with them."

And in a box down in the corner is a "List of adjectives the advertising manager left. Powerful, vibrationless, smooth, velvety, distinctive, snappy, economical, reliable, luxurious, exclusive, distinguished, comfortable, sturdy, flexible, remarkable, efficient, elegant."

The Schoolmaster rather suspects that after all the advertising manager wrote that advertisement. Whether he did or not, in times like these it is more or less a challenge to other advertising managers who are writing advertisements that might be for any product. And this goes whether they are trying to sell automobiles or electric fans.

* * *

Speaking of the Complete Letter Writer, as the Schoolmaster was doing one evening recently, here is a letter that might be of interest to some copy writers who believe in the "simplified appeal":

"GENTLEMEN:

"I can't use this leather it is too heavy, I can't use it please

MACHINERY FOR SALE AT BARGAIN PRICES

- 1 Sheridan Embossing Press, 4 Post, 17 x 20½ bed
- 1 Sheridan Embossing Press, Arch 14 x 20½ bed
- 2 John Lloyd Dieing Presses
- 1 Stimpson Die Press
- 1 Printing Roller Washing Machine
- 1 Seibold Duplex Trimmer, 18 x 28 bed
- 1 Fuchs & Lang 65" Bronzer
- 1 Chambers Folder, 24 x 34 and 42 x 60
- 1 Doig 11 Chuck Nailing Machine
- 1 Doig 8 Chuck Nailing Machine
- 3 Doig 4 Chuck Nailing Machines
- 2 Bremer Wire Stitches, ¼-inch

Mounted Linen Paper

for sale considerably below market price

Sizes 37½ x 45, 37½ x 57, 40 x 59

IDEAL SPECIALTIES MFG. CORPORATION

552 PEARL STREET, NEW YORK

THAT AD-MEDIUM MARVELOUS

The Billboard

AMERICA'S LEADING WEEKLY THEATRICAL DIGEST

NEW YORK
1493 Broadway

ASK THE ACTOR

CHICAGO
35 So. Dearborn St.

Sweater News
and
Knitted Outerwear

321 BROADWAY

NEW YORK

To Sell Trucks

To the coal trade is not a hard problem to the man who knows where he is at before he starts out for prospects. The editors of The Retail Coalman, 1535 Monadnock Block, Chicago, Ill., have made an intensive study of the subject over a period of ten years. Any sales manager or any advertising agency can secure valuable, definite information for the asking, not only on the sales possibilities for trucks in the coal trade but also information on the general coal situation, if he will write.

"Greatest Lumber Newspaper on Earth."

American Lumberman
Published in CHICAGO
—Read wherever
lumber is cut or sold.
Member A. B. C.

The Beverage Journal

A monthly news, maintenance and technical journal for manufacturers and bottlers of cereal and carbonated beverages.

\$200 IN CASH PRIZES OFFERED
for Best Plans for Selling Bottled Beverages.

Write for information

H. S. RICH & CO., Publishers
431 S. Dearborn St., CHICAGO

PETROLEUM AGE

Including
PETROLEUM

The back-bone of the successful advertising campaign in the oil industry.

Semi-Monthly—1st and 15th of each month.

28 E. JACKSON BLVD., CHICAGO

Eastern Office: 56 W. 45th St., New York
Members of A. B. C.

Automatic Machinery



We design and build Automatic Machines that perform operations of: Assembling, Cartonizing, Counting, Cracking, Corking, Drying, Developing, Folding, Forming, Filling, Grading, Jamming, Knitting, Laundry, Labeling, Manufacturing, Printing, Producing, Packing, Sewing, Special Work, Stamping, Tying, Wrapping and Weighing.

An Automatic Machine will save time and expense in the cost of your production.
HERBERT H. GILES, 105 W. 40th St., New York

send me some light leather, light and cheapest you have this you sent is too heavy please send by express send one dozen by express I can't use this leather it is too heavy hoping to hear from you soon let me know what I must do with this leather I can't use it for I will lose money on this leather please get the light leather out as soon as you possibly can."

The Schoolmaster gathers from the above that the man wanted some lighter leather.

The significant thing about the letter is that it demonstrates a man with a single-track mind—and that a narrow-gauge one. He is certainly a candidate for the "simplified appeal"—and anyone who has ever worked in a complaint department knows that he has a good many brothers and sisters.

* * *

A member of the Class passes along this letter which he received recently in acknowledgment of a check:

"MY DEAR JOE:

"In the State Department at Washington I have seen the original draft of the Declaration of Independence, but none of the signatures on this historic document can compare with your signature on a check.

"The sun is shining brightly this morning, the little birds are singing, and even the automobiles on Michigan Avenue seem to roll merrily along.

"So shines a good deed in a naughty world."

The member adds, almost laconically, "Which makes it almost a pleasure to buy something from this fellow."

Chicago Agency Has Three New Accounts

New accounts obtained by Critchfield & Company, Chicago, are those of the Nu-Art Fancy Goods Company, Chicago; the Neenah Brass Works, Neenah, Wis.; and the Huntington Chemical Company, Huntington, Ind.

W. G. Carter, formerly of the F. A. Gray Advertising Company, Inc., Kansas City, has joined the copy staff of the Critchfield agency.

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Pocket Gas Computer to Sell Weed Chains

In automotive business-paper advertising the American Chain Company, Inc., Bridgeport, Conn., manufacturer of Weed Chains, offers to send dealers free a quantity of pocket gasoline computers for distribution among customers. Dealers are told that the appliances, which are imprinted with their names, "are just what you need to keep your name before your customers and help sell more Weed Chains."

A letter from a dealer is quoted showing how the device has helped him sell more gasoline. "When a driver stops for gas and he sees that his tank is partly full," says this dealer, "he is likely to order five, ten or some even number of gallons, because he doesn't like to burden his mind figuring the cost of an odd number of gallons at the prevailing price. On the other hand, if he is equipped with a pocket computer, he doesn't hesitate to order his tank filled, because he can tell immediately what 17 gallons will cost at 27c, or compute any other difficult combination."

Approves Abolishing Mileage Guarantees

The special committee of the tire manufacturers' division of the Rubber Association of America, which has been investigating all phases of the tire mileage guarantee, has presented its report to the division for adoption or rejection by the individual manufacturers.

While the report will not be made public until it is known definitely whether the general sentiment favors its acceptance, it is understood to recommend strongly the abolition of mileage guarantees. This is done on the theory that all reputable tires are good for more than the number of miles guaranteed and for that reason nothing is to be gained by continuing the practice.

New Selling Plans Revive Chocolate Trade

H. O. Wilbur & Sons, chocolate manufacturers of Philadelphia, in a recent letter to customers, stated that chocolate candy sales have increased phenomenally since September first. "The recovery," the letter states, "is the most remarkable revival we have ever seen. From a dead calm of mid-summer, we are now working twenty-four hours a day, producing the greatest tonnage in our history." It is further stated that public taste is not entirely responsible, but many new orders, and larger orders, are the result of new selling and promotion plans.

MEAT PACKING

A Five Billion Dollar Industry

Census of 1920 shows

Annual value of products, \$4,246,290,000
Annual cost of materials, \$5,774,901,000
Number of packing establishments, 1,395
(Does not include 4,000 firms manufacturing by-products, whose source of supply is the packing plant.)

Think of the machinery, equipment and supplies needed to carry on this industry.

The HEADS of the packing houses read THE NATIONAL PROVISIONER. There is your REAL BUYING POWER—the men who control expenditures

THE NATIONAL PROVISIONER

407 So. Dearborn St.

Chicago, Ill.

"Reader's"

LET US TELL YOU WHAT THE HOTEL FIELD OFFERS YOU

IT costs you nothing to at least I look into the wonderful possibilities the Hotel Field offers for your product. Let us tell you how to "cover" this field at very low cost, secure advance confidential information, etc.

Our files are at your command.

This Great Market Is Yours

The Hotel Bulletin

Ben P. Branham, Pres.

New York: 350 Madison Ave.
Chicago: 175 W. Jackson Blvd.

LAUNDRIES

are big users of
MOTOR DELIVERY TRUCKS
Reach them through the

National Laundry Journal

120 ANN ST., CHICAGO
Member of the A. B. C.

BUILDING MATERIALS

A MAGAZINE FOR THE DEALER

AT



A

MAGAZINE OF PUSH, PEPPER & PURPOSE

NEW TELEGRAPH
BUILDING
DETROIT

REVENUE
10,000
BRIAN DEALER
BUILDING MATERIALS

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Direct Mail Advertising

reduces cost of selling. **POSTAGE MAGAZINE**—published monthly—tells how to write Sales-Producing Letters, Circulars, Booklets, House Magazines. Send \$2.00 for 12 months' subscription.

POSTAGE, 18 E. 18th St., N. Y.

WHAT IS YOUR PROBLEM?

ASK The Search-Light

Anything You Want to Know

A Special Service Organization—Founded in 1895

Investigators, Researchers, Statisticians,

Writers, Illustrators, Editors.

A Library Comprising Millions of Records,

Clippings and Pictures.

EGBERT GILLISS HANDY

Founder-President and Executive Chairman.

Francis Trevelyan Miller, L.L.D., Litt.D.

450 Fourth Avenue, New York. [Editor-in-Chief]

In LOS ANGELES the

EVENING HERALD

carried in October more national advertising than a year ago—more than the preceding month—more than both afternoon rivals combined.

EVENING HERALD - 167,062 lines

Other Evening Papers - 134,484 lines

EVENING HERALD circulation - 139,210

Other Evening Papers - - - 117,177

Representatives:

New York: Chicago:

H. W. Moloney G. Logan Payne Co.
604 Times Bldg. 432 Marquette Bldg.

MOTORS FOR MIEHLE PRESSES FOR SALE

Stored in New York, packed for export, never been opened, immediate delivery, discount for cash 25% from prices below:

One 2-H.P., 230-Volt, 850-1100-R.P.M. Motor (No. 2397868) with pulley, controller, master switch and stations to drive No. 1 Pony Miehle New Press. \$356.00.

Three 5-H.P., 230-Volt, 1100-1600-R.P.M. Shunt-wound Motors (No. 2640755, No. 2640763 and No. 2640762) with pulleys, controllers, master switches and stations to drive No. 2/0 Miehle New Presses, \$415.00 each. P. F. Jerome, 347 Madison Avenue, New York City.

Agents Study Santa Fé's Resort Advertising

Campaigns designed to "sell" the value of advertising to the salesmen of an industrial organization are not entirely unique, but the plan of the Santa Fé Railroad to interest its agents in studying the newspaper advertising of the system as a means of increasing winter business is perhaps something of a departure in railroading. The general passenger agent of the road recently sent to all the agents of the Santa Fé System a folio illustrating the copy which will appear in newspapers featuring the company's trains to California, Arizona, and Texas winter resorts.

The agent was notified that wherever possible the advertisements would appear over his signature. In addition to requesting agents to watch for and study the company's newspaper advertising each is invited to make and report comparisons with competitors' advertisements.

Libraries to Bind in Advertising Pages of Magazines

To assure the preservation of advertising pages throughout the year, a dozen New England libraries have agreed to co-operate in binding in advertising pages of the magazines, according to F. K. W. Drury, assistant librarian, Brown University Library. Mr. Drury states that the advertisements in trade and professional journals are particularly valuable for reference and study, and the student of advertising, of economics, of illustrating will want to consult them. Because of their great bulk, the libraries cannot bind in the advertisements of the entire twelve months, but many are binding in those of one month as representative of the year. The co-operative plan provides that each of the twelve libraries will bind in a different month; in this way the complete year will be preserved.

Southern Wholesaler Advertises Anniversary

On the occasion of the sixty-sixth anniversary of its establishment The Deaton Grocery Company, wholesalers, Columbus, Ga., advertised its birthday, using full page newspaper display. Customers of the company took advantage of the opportunity to co-operate in the advertising of the event.

CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO

LIMITED

MONTREAL

Wanted!

A PUBLISHER who issues a group of seven German language publications of National reputation is looking for a

Publisher's Representative Organization

with offices in the East and West. This organization must be a business-getting and aggressive live wire group of executives—men who are able and willing to present the German language markets in a way that will be mutually remunerative.

This publisher realizes that he needs an exceptionally hard working, boosting organization who can present ideas and arguments that carry conviction.

To the "live wires" who can fulfill our requirements this important connection is offered. State in full details your qualifications in first letter.

**"N.S.," Box 241
Printers' Ink**

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

World's Fastest Selling Auto Accessory!

County distributors wanted; write today. G. L. W. Spring Oiler Co., San Diego, Cal.

WANTED—Understudy to Sales Manager for large manufacturing plant in Middle West. Age about 32. College training with some salesmanship or factory experience desired. Box 736, P. I.

ARTIST, COMMERCIAL

Good Letterer and Designer

Steady Work—New England

Send samples and full particulars in first letter. Box 742, Printers' Ink.

Wanted—Circulation Manager

Energetic young man having experience in circulation, preferably with Woman's Magazine, for monthly moving picture magazine. A splendid opportunity for a producer. Address Box 750, care of Printers' Ink, giving full information.

WANTED—A Copy Producer. Whose first job will be the compiling of several catalogues. We manufacture machinery for industries allied with printing. An understanding of printing process is essential. Location, N. Y. City. A genuine opportunity for a real worker in a young advertising department. Write fully regarding experience. State age and salary. Box 746, Printers' Ink.

LAYOUT MAN WANTED

to visualize in presentable layouts his own and the ideas of others, on any subject, technical or general, and who can get results from outside artists with least expense to clients. Man who can create strong headlines and who possesses a practical knowledge of typography preferred. State minimum salary, experience. Send samples. Address Box 748, care of Printers' Ink.

Copy and Layout Man Wanted

who can analyze any proposition whether technical or general, then present it in clean-cut, convincing English. Must be able to make rough layouts, suitable for presenting to clients. Salary will not be large to start, but right man can make his own future with young, aggressive advertising agency. Must be fast worker. State minimum salary, experience and send samples. Box 749, Printers' Ink.

WANTED—By a large Lithograph and Printing House in San Francisco, a Layout and Idea man; capable of creating catalogues, booklets, and other advertising printing. Must know type values. Ability to make a rough to submit to prospect will be an asset. A real opportunity to a hustler. Send photo—samples of work—short history of past experience, salary expected, and when can take up duties. Address: The Union Lithograph Company, San Francisco, California.

Printing Plant (New York City) with five cylinders, five jobbers, linotype and monotype outfit—has room for printing salesman with wide territory. Must be good man with acquaintance among printing buyers, principals or agencies. Address in strict confidence with full particulars regarding experience, etc., Box 747, Printers' Ink.

SELF CONFIDENCE

coupled with character, aggressiveness and proven ability are the qualities required of a man by a national merchandising and advertising institution, who have a vacancy in their selling department. A successful applicant must have the ability to earn \$25,000 a year. He must give bond and be able to finance himself for a short period. If you think you can qualify, write in confidence to Box 751, Printers' Ink.

MISCELLANEOUS

BUSINESS BOOKS

Manuscripts wanted. Box 741, care of Printers' Ink.

House-organs, folders, booklets, etc. Well-equipped concern doing work for New York firm for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

Advertising Literature of all kinds prepared. All details handled, including preparation of copy, art work, engraving, printing, etc. We specialize in small jobs. High-class work. Reasonable prices. **BETTER BUSINESS SERVICE**, 25 W. 42nd Street, New York, Vanderbilt 5685.

MINNESOTA BUYS 28 MILLION dollars' worth of road work, materials and machinery this year; more in 1932. Calls for bids of State Highway Commission appear only in The Improvement Bulletin, Minneapolis, Minn. Rate card and sample copy on request.

TO PUBLISHERS

Seeking Eastern Representation or contemplating a change in this territory.

A well-organized special agency of ten years' standing, possessing a most enviable reputation, wide acquaintance among advertisers and agents, known throughout the trade as business getters, would like to add one thoroughly worth-while publication to its present select list. References can be furnished from almost every big Agency and from scores of National Advertisers.

If at all interested it will pay you to write Confidential, Box 739, P. I.

Printing at Low Rates—5,000 20-lb. Hammermill Letterheads, \$14.00. 5,000 6 1/2 Envelopes, \$9.00. 5,000 6 1/4 Envelopes, \$7.50. Others in proportion. Localier, Roseville, Newark, N. J.

GILBERT P. FARRAR

Direct Advertising

Single Units or Complete Campaigns Prepared Only, or Produced Entirely 116 West 32nd St., New York City

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNER, FENDLER & CO.
New York City

An old, thoroughly established and financially sound advertising agency would like to take on another going agency, doing about \$300,000 annually.

We have a complete and adequate organization with New York and Chicago offices and space enough to accommodate additional business, if we can get the man who handles the account along with it. Only high-grade business will be considered.

Address Box 744, Printers' Ink.

FOR \$25.00

Your inch display goes in 210 Country weeklies! 100 N. Y., 47 Pa., 10 Conn., 53 N. J. Every line is read in a country weekly. Great mail-order buyers household articles and special preparations. Copy written free. Sales letters, \$15.

LAWRENCE F. DEUTZMAN

Syndicate Advertising

507 Fifth Avenue

It **PAYS** to advertise if you don't **PAY TOO MUCH!**

POSITIONS WANTED

Young Man (24), seven years' experience, Secretarial ability. Good knowledge publishing-advertising detail; editing, make-up, engravings, etc. Valuable assistant. Box 753, Printers' Ink.

Advertising and Sales Specialist desires to connect with a reliable firm; four years' experience with a national advertiser. Now doing editorial work on a trade journal; references. Box 740, P. I.

VISUALIZER-LAYOUT MAN

"finished" rough sketches, typographical arrangements, art direction; New York agency experience; full time or piece work. Box 754, Printers' Ink.

COPY WRITER-LAYOUT MAN

Rough sketch idea artist, typographical arrangements, dummies; broad N. Y. (big) advertising agency experience writing and visualizing prominent national and mail-order campaigns. Piece work or full time. Box 755, P. I.

ADVERTISING MANAGER or AGENCY COPY WRITER

Excellent copy writer, layout man, experienced in buying art, printing, engravings, etc. Understand selling and merchandising plans. Thorough agency experience, also executive training. Best of references. Age 26. Available now. Address Box 756, Chicago office, Printers' Ink.

Copy Writer—I have proof that my ads bring results. Three years' sound training in typography, layouts and the writing of telling copy. College graduate. Employed. Box 737, Printers' Ink.

ART EDITOR

Expert layouts, art production, engraving, etc. Has been with various leading magazines and agencies. Now employed. Address Box 752, Printers' Ink.

PHILADELPHIA AGENCY WANTED

Sales executive, thorough knowledge of Philadelphia and adjacent territory, Philadelphia office, will consider exclusive representation for reliable manufacturer. L. A. Kirk, 908 Walnut St., Philadelphia.

My Qualifications—Three years' sales promotion work with large national corporation. Cornell graduate, 30 yrs. old. Widely traveled in U. S. Analytical thinker and versatile writer of sales matter, conservative, ambitious, familiar with mechanical practices. Open for a connection where effort and loyalty will produce mutually satisfactory results. Address Box 743, Printers' Ink.

A MAN

who has written copy and sales letters, edited house-organs, bought engraving, art and printing, learned the fundamentals of rates and media in a leading New York agency, wants to transfer to a manufacturer's advertising department in a capacity where hard work, brains and good judgment are needed. College graduate, Christian. Eastern location preferred. Now employed. Moderate salary required. Address Box 757, Printers' Ink.

HIGH-GRADE MAN

Age 36, with initiative, tact, original ideas, and ability to get desired results, desires change to wider field. Forceful and convincing writer—3 years editor and manager of national magazine; knows men and can handle them—personally organized national organization; good public speaker—3 years legislative representative at Washington; acknowledged postal expert. Will make ideal executive or representative for right firm. Present salary \$3,600—worth \$5,000. Address Box 745, Printers' Ink.

Advertising

or

Production Manager

10 years' experience in typographic layout and mechanical production of shop, office and sales in all branches of engraving, printing and lithography.

1 year and a half U. S. Navy wireless operator.

3 years Production Manager of Advertising Department of mercantile company with 18,000 dealers. Purchasing dealer and consumer helps, window displays and direct-by-mail sales promotion material.

Investigation of references welcomed.

Box 738, Printers' Ink.

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See **SYSTEM**
for December
pages 736-737

Do You SELL in Europe?

If so, you may be interested in meeting HAROLD S. HOUSTON of the business staff of The European Edition of The Chicago Tribune. He will be in the United States for several weeks and his intimate knowledge of merchandising conditions in Europe is at the service of American manufacturers, banks and advertising agencies.

Write or wire for an appointment

The Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER